

Plan for Integrated Marketing University of Wisconsin-Stout 2010-2011 Plan

The 2010-2011 plan for integrating all university marketing efforts begins with the premise that our marketing efforts are an attempt to lodge a universal image of UW-Stout in the minds of everyone making choices about the university. If materials and campaigns have consistent elements throughout, audiences will know it is UW-Stout communicating to them and the stature of the university should grow. Audiences will truly feel we have “our act together.” Marketing dollars will stretch farther and we will see secondary benefit.

AUDIENCES

Our effort must focus on people making choices about or for UW-Stout. Audiences include:

A:

- Prospective students (beginning in the early teen years through high school graduation)
- Transfer students
- Nontraditional students
- Parents of prospective students
- High school teachers, guidance counselors and administrators

B:

- Current students and their parents
- Faculty
- Staff

C:

- Alumni
- Donors and prospects
- Corporate partners
- Employers of our graduates
- Program and college advisory board members
- Members of the Stout Foundation and Stout Alumni Association Boards

D:

- State and local media
- Legislators
- Local public officials
- Menomonie area community
- General public
- UW System officials
- Board of Regents members
- National accrediting agencies, including the Higher Learning Commission
- Peer Institutions

People in all these audiences regularly make decisions about or for UW-Stout. Some are members of several audiences, and some move from one to another (student to graduate, active employee to retiree, for example). People should recognize that it is UW-Stout addressing them, regardless of which audience they are in.

OUR MESSAGE

All of UW-Stout's marketing efforts will seek to promote the university as Wisconsin's Polytechnic University. That message includes:

1. Comprehensive curriculum preparing graduates for professional careers
2. Blending theory with practice to produce innovative solutions to real world problems
3. Working closely with business, industry and other educational institutions to benefit students and grow the economy

Our efforts will focus on the concept of *Inspiring Innovation*, which speaks to the tenets of Wisconsin's Polytechnic University. We will focus on UW-Stout as a place students come to find an innovative educational program which leads directly to solid careers. Faculty come to UW-Stout to inspire those students in the careers they have chosen.

Our success, proven year after year through high employment rates and the careers of graduates, will be a primary part of the message to raise UW-Stout's profile. We will highlight academic innovation, and faculty and student successes in an effort to raise the university's profile as we compete for students, new employees, financial resources, favorable legislation and business and industry partnerships.

These are the key messages which will serve as the foundation of all integrated marketing efforts in all areas of the university:

1. The strong value of a UW-Stout education.
2. The strength of the educational opportunities for Stout students.
3. The outstanding quality of UW-Stout's faculty and academic programs.
4. The impact of the technological advantage on student learning.
5. The strength of a career-focused education.
6. The success of our graduates.
7. A welcoming campus environment.

INTEGRATION IS FUNDAMENTAL

Every office, program, college and other marketer must follow the integrated marketing brand and message. The "look" and "voice" of the university, whether in print, electronic or broadcast media, must always be recognizable as UW-Stout. Much of our marketing effort will be helping educate internal marketing authors to the value and ease of following this brand.

Almost every department, program and entity is already involved in marketing in some way. It is critical to initiate a marketing process that makes it easy for all of us to use Wisconsin's Polytechnic University and Inspiring Innovation themes in our marketing.

The University Marketing Committee includes: Barb Button, Maureen Carlson, Cherie Grandt, Pam Holsinger-Fuchs, Phil Lyons, Doug Mell, Melissa Perez, Jerry Poling, Don Steffen and Dave Williams.

STRATEGIES

Strategy: Creation of the Integrated Marketing Team

Summary: Marketing staff has developed the framework for an integrated marketing team to assist in coordinating university-wide marketing efforts.

Integrating marketing on the UW-Stout campus is vital in order to ensure a consistent message is being conveyed to all markets — internal and external. Many entities on campus wish to disseminate information and, at present, there is no central source for channeling requests for assistance.

UW-Stout's Integrated Marketing team will serve as a single-point venue to provide faculty, staff and students with a clear understanding of who to contact to assist them with their university marketing needs. This IM team will help build a stronger, more effective integrated marketing strategy for UW-Stout. This will be done through:

- Marketing and branding programs
- Publications development, editing and printing
- Website planning, design and content assistance
- Graphic design, photography and video work in support of marketing strategies
- Photography and video requests

IM Team Composition

With the adoption of the IM team, current reporting lines and office locations will remain the same. The team will be a virtual entity with a website featuring a project request form. This enables the IM team to track project progress following the same format as the recently implemented webmaster group.

The Integrated Marketing team is:

- Doug Mell – Director of University Communications
- Maureen Carlson – Director of Integrated Marketing
- Cherie Grandt – Manager, Discovery Center Marketing Services
- Doug Stevens – Director of UW-Stout Online
- Don Steffen – University Editor
- Jerry Poling – Writer/Communications Specialist
- Barb Button – University Web Coordinator
- Becky Richartz – University Graphic Designer
- Toni Burger – IMC Coordinator
- Hannah Flom – Communications Specialist, LTE
- Jane Heutmaker – Printing Services
- Pam Holsinger-Fuchs, Director of Enrollment Management – Admissions Marketing
- Bill Wikrent – Photography
- Ed Jakober – Video

Campus wide Implementation

Once the IM website is operational, requests from faculty, staff and students will be promptly acknowledged and directed to the appropriate team member. The website will include a "Request for Services" form for help with:

- Marketing services
- Video or photography
- Website assistance
- Identity standards review
- Additional requests

Requestors will complete the form, providing details about each project. The submitted request will be e-mailed to Toni Burger and Maureen Carlson. They will determine who will fulfill the request and track all requests.

Projects will be assigned to a project manager, who will work directly with the requestor — from budget to execution. Timelines will be determined and agreed upon by the primary contact and department or entity requesting the service. This new process will be presented to faculty and staff through Stout Today, an e-mail from the administration outlining the new process, and through presentations.

Timeline: Fall 2010 and ongoing

Staff Responsibility: Director of Integrated marketing staff

Budget: handled internally

Strategy: Implementation of revised identity standards program

IM staff will introduce the revised identity standards program to the campus through presentations, UW-Stout Today, an identity website and an e-mail from the administration highlighting the new program.

Timeline: September 2010 and ongoing

Staff Responsibility: Director of Integrated Marketing, Web Coordinator, University Editor and Printing Services Assistant

Budget: handled internally

Incorporate Inspiring Innovation theme into marketing materials:

All authors of marketing materials will incorporate the Inspiring Innovation message into marketing materials it creates. Some examples could include:

Key Messages	Possible variations of Inspiring Innovation
The strength of the educational opportunities of our students	Innovative Learning, Educational Innovation, Inspiring Knowledge, Innovative Opportunities
The outstanding quality of UW-Stout's faculty and undergraduate and graduate programs	Inspiring You, Innovative Experience, Inspiring Experience
The impact of the technological advantage on student learning	Innovative Learning, Innovative Advantages
The strength of a career-focused education	Inspiring Results
The success of graduates	Inspiring Success
The strong value of a UW-Stout education	Inspiring Prosperity

A welcoming campus environment	Innovative Environment
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Department Responsibility: Integrated Marketing and Communications staff

Budget: process to be developed using internal resources

Timeframe: Summer 2010 and ongoing

Strategy: Photography

Inspiring and current still photography is crucial for effect presentations on the website and in publications, and for other media. Hire a photographer throughout the 2010-2011 academic year to take photos for various marketing uses. Place photos in strategic locations around campus.

Department Responsibility: Integrated Marketing and Communications staff

Budget: \$10,000

Timeframe: Fall 2010 and ongoing

Strategy: Ask Faculty and Staff for Success Stories/Students and Alumni to highlight in advertising campaigns

While the Communications and Marketing staff present the marketing process to faculty and staff at workshops, staff will hand out a request for faculty and staff to identify individuals – students, alumni, faculty, staff should be highlighted by the university in marketing campaigns, news story ideas, the Stout Outlook alumni publication, the StoutQuest research publication and more.

1. A formal request for information will be made to each department during the marketing meetings indicating: “The Office of University Communications would like to hear your stories – do you have a story that is inspiring or innovative that you would like to see featured in University of Wisconsin-Stout promotions? Do you know of a person who has made a positive and innovative difference in the university?”
2. A big part of this strategy is to develop personalized, human interest stories that can be used in all marketing materials and on the home page. University Communications and Marketing staff will work to develop a series of personal stories/ads throughout the year. The goal is develop 25-35 personalized ads highlighting students, faculty members and alumni.

Department Responsibility: Integrated Marketing and Communications staff

Budget: process to be developed utilizing internal resources

Timeframe: September 2010 and ongoing

Strategy: Continue to work on website redesign project for the university

Work with selected website design vendor to implement website redesign project and intranet development project on behalf of the university.

Department Responsibility: Website project team: Maureen Carlson, Doug Wahl, Kay Schnur, Dave Williams, Doug Mell, Pam Holsinger-Fuchs, Ron Verdon, Amy Lane and Phil Lyons

Budget: Money allocated for project from 2009-10 funds, \$15,000 for assistance with web content writing and photography

Timeframe: May 2010 and ongoing throughout 2010-11 academic year

Strategy: Continue to replace banners for the campus to illustrate the Inspiring Innovation theme and create photo marketing opportunities on campus

Continue with a series of outdoor, four-season light post banners to be placed on campus to further promote the polytechnic designation through the use of the Inspiring Innovation theme.

Department Responsibility: Integrated Marketing staff

Timeline: Fall 2010

Budget: \$15,000 for production, mounting systems and placing of banners on light poles around campus, depending upon quantities ordered.

Strategy: Laptop communications

Summary: Use the university laptops and network as tools to promote the marketing theme. Create a new wallpaper screen on university laptops using the Wisconsin's Polytechnic University tagline. This will be the first screen that pops up when the university laptops boot up. The University Marketing Team will continue to investigate ways to incorporate the Wisconsin's Polytechnic University and the Inspiring Innovation marketing themes through the laptop program at UW-Stout. Additionally, investigate developing a laptop skin for the outside of the laptops -

Department Responsibility: Integrated Marketing staff

Budget: utilize internal resources, minimal cost associated with project

Timeframe: Summer 2010 for wallpaper change and ongoing throughout 2010-2011 school year for investigating potential marketing opportunities through the laptop program

Strategy: Develop two minute program videos to highlight each undergraduate program

Develop videos to promote each undergraduate program to be used on program websites and possibly in additional marketing avenues such as web banner ads, mall kiosk advertising, in presentations and to play on closed circuit TV's on campus.

Department Responsibility: Integrated Marketing and Admissions staff

Timeframe: May, 2010 and ongoing throughout 2010-11 academic year

Budget: \$25,000

Strategy: Advertise on Zinch

Continue partnership agreement with Zinch (an online site for prospective students and international students)

Department Responsibility: Admissions staff

Timeline: Ongoing throughout 2010-11

Budget: \$9,000

Strategy: Web Banner Advertising

Advertise to prospective traditional, non-traditional and distance education students on various websites including: Get Educated, Wisconsin Public Radio, Minnesota Public Radio and others to promote the variety of academic options available to all students at UW-Stout.

Department Responsibility: Integrated Marketing staff

Budget: \$15,000

Timeframe: Summer 2010 and ongoing

Strategy: Explore viral marketing and Mall Kiosk advertising opportunities

Explore viral marketing opportunities and mall kiosk advertising opportunities to promote the distance education and traditional education options at UW-Stout.

Department: Integrated Marketing staff

Budget: \$15,000

Timeframe: 2010-2011 academic year

Strategy: Specialty Magazine Advertising

Advertise in *Minnesota Monthly* magazine. *Minnesota Monthly* is the region's most widely circulated lifestyle magazine, catering to a well-educated, affluent audience. Key topics—mainly with a strong focus on Minnesota—include politics, education and healthcare. *Minnesota Monthly* is also a popular resource for local entertainment, travel, arts and dining opportunities. The magazine has a subscription base of 65,000 with 75% of the readers being aged 35 and older.

Advertise in the following issue in 2010: September 2010

Department Responsibility: Integrated Marketing Staff

Budget: \$4,000

Timeframe: Produce ads in July/August

Strategy: Billboard Advertising

UW-Stout will advertise on two billboards to build the image of being Wisconsin's Polytechnic University and to promote the Inspiring Innovation theme.

Department Responsibility: Integrated Marketing staff

Budget: \$20,000

Timeframe: May/June 2010 renewals

Strategy: Continue institutional presence on Facebook and Twitter

Continue institutional presence on Facebook and Twitter, promote links whenever possible and purchase banner ads whenever possible.

Department Responsibility: University Communications

Budget: internal resources, \$5,000 set aside for banner advertising on sites.

Timeframe: Ongoing

Strategy: Advertise in High School Student Planners

Continue to advertise in targeted high school student planners promoting the variety of educational options at UW-Stout

Department Responsibility: Integrated Marketing and Admissions staff

Budget: \$3,000

Timeframe: Fall 2010 and ongoing

Strategy: Reserve funds for printing and special marketing initiatives for 2010-2011 academic year

Department Responsibility: Integrated Marketing

Budget: \$14,000

Timeframe: Ongoing

Marketing Plan Summary

Strategy:

Cost:

Creation of the integrated marketing and communications team	No cost
Implementation of revised identity standards program	No cost
Photography	\$10,000

Success Stories	internal resources No cost
University website redesign project	\$15,000
Banners	\$15,000
Laptop Communications	internal resources No cost
Two minute videos for undergraduate programs	\$25,000
Advertise on Zinch	\$ 9,000
Web Banner Advertising	\$15,000
Viral Marketing and Mall Kiosk Advertising	\$15,000
Minnesota Monthly	\$ 4,000
Billboard Advertising	\$20,000
Facebook/Twitter	\$ 5,000
Student Planner Advertising	\$ 3,000
Printing costs and reserve amount for special marketing initiatives	\$14,000
Total:	\$150,000