

# Marketing Plan Executive Summary

## Benefits of Integrated Marketing for UW-Stout

The UW-Stout Integrated Marketing effort is designed to tell the UW-Stout story in a more cohesive and coordinated manner. In doing this, UW-Stout will present a clearer image and a stronger reputation as Wisconsin's only Polytechnic University. UW-Stout's reputation should be consistent in the minds of the stakeholders reinforcing the quality of UW-Stout's faculty, programs, student experience, teaching, support services and contributions to the state and nation.

In better telling the UW-Stout success story and sharpening of UW-Stout's image and reputation, the outcomes UW-Stout is seeking are as follows:

- Bolstering UW-Stout's ability to recruit top-notch faculty. Universities are only as good as their faculty. Over the long term, a sharper image of UW-Stout's great strength as Wisconsin's Polytechnic University will allow the university to continue attracting world-class faculty.
- Enhancing efforts to attract the best and brightest students, particularly in Wisconsin and Eastern Minnesota. UW-Stout needs to focus on sharing success stories and the value of a UW-Stout education. That is essential to help ensure a strong future for the state.
- Increasing the understanding among business and opinion leaders and the general public of the benefit UW-Stout provides to our state.
- Strengthened private support. The margin for excellence at UW-Stout often comes from the thousands of donors who contribute private funds to better the institution. UW-Stout needs to better explain the value and importance of the university to the state and nation; in return UW-Stout's private support will grow.
- Ensure that visitors to the campus will know immediately what makes UW-Stout unique. UW-Stout needs to continue to be a welcoming campus and to continue to promote the beautiful and safe environment.

## Overview

The Integrated Marketing Process and Plan are designed to be the internal and external communications roadmap, or blueprint, that guides how UW-Stout, Wisconsin's Polytechnic University, tells its success story through branding and positioning. UW-Stout's marketing plan will focus on establishing a process making it easy for all of the departments and entities on campus to customize and create their own marketing materials in a unified manner. UW-Stout created a University Marketing Team to participate in the development of the process and marketing plan.

## Marketing Plan Goal

The goal of the Marketing Plan is a single statement that serves as the guide by which all marketing efforts are driven. The goal will be used to develop the objectives and actions of the specific plan. The goal will serve as a question to be asked of all marketing activities on campus to ensure that they are strategically designed to lead to the achievement of the goal and produce measurable outcomes.

**The Goal:** To promote the University of Wisconsin-Stout, Wisconsin's Polytechnic University, as a whole and to provide individual colleges, departments, and programs with a framework for marketing and communications.

### **Audit of Current Marketing Activities**

An audit of current marketing activities was completed in May of 2007. While there is not a centralized marketing department at UW-Stout, there are many marketing initiatives being implemented on a daily basis. One of the most significant goals of the marketing plan is to provide an easy to follow process for each department and entity on campus to customize and create marketing materials, while sending a consistent message and following the standards as identified by UW-Stout.

### **Creation of a Marketing Process**

The marketing process will serve as a comprehensive guideline or template for individuals and departments involved in promoting UW-Stout, Wisconsin's Polytechnic University. The marketing process includes policies, standards and resources necessary for planning and developing integrated marketing efforts throughout the university.

### **Introduction and distribution of marketing process to internal audience**

Once the marketing process is finalized, University Communications staff or identified presenter will hold several workshops and meet with campus departments to help faculty and staff to integrate the cohesive and coordinating themes of the Wisconsin's Polytechnic University and Inspiring Innovation campaign into all marketing and communications efforts.

### **Specific strategies to be implemented**

The marketing plan includes several marketing strategies to be implemented targeting specific audiences utilizing different mass media outlets. The marketing plan also identifies many internal strategies to get messages to faculty, staff and students. The marketing plan includes strategies to be implemented from September 2007 through August of 2008. Additionally, the marketing plan will be updated on an annual basis.