

Marketing Plan Update

February 15, 2010

Major Marketing Initiatives Underway

1. Television commercials—four new ones were created and began airing in Twin Cities, St. Croix Valley and Eau Claire markets. In addition to television, commercials run at selected movie theaters.
2. Billboards—In addition to the first billboard which went up over a year ago (that one is located on the south side of I-94 just east of exit 41, eastbound traffic), we have added a second billboard (just before exit 41 on the north side of I-94 for westbound traffic) and a third board (located at about milepost 37, on the south side, visible both directions). All boards are using variations of our Inspiring Innovation theme.
3. Website redesign—the RFP is out on VendorNet, awaiting responses. We will begin reviewing proposals for a complete redesign in late February, with a target of a new web design deployed in October of 2010.
4. US News Opinion Leaders Mailings—part of the US News annual rating of colleges and universities comes from presidents/chancellors, chief academic officers, and chief admissions officers, completing a survey rating other colleges and universities in late spring each year. We are mailing personal letters with the Discovery Center brochure to 140 presidents/chancellors, 140 chief academic officers, and 140 admission officers.
5. New initiatives—we are currently exploring radio advertising for the admissions office and video clip development for all programs and the university as a whole.
6. Who to contact—we have been working on a plan to help everyone on campus know whom to call and who will do the work should marketing help be needed. Still in draft form, once completed, this should help anyone on campus know how to get help marketing their program, office or other activity.

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