



# MARKETING UPDATE

December 2010

## *Website Redesign Project*

University of Wisconsin-Stout hired Fig Leaf Software, based in Washington D.C., for the website redesign project

Committee members have been working with Fig Leaf since June on this project

The committee has decided on a recommended design and has received approval from the Cabinet

## *Website Redesign Project*

The Committee is currently working on site navigation.

Staff is currently working on what content needs to be on the internet or public site and what content will be on the intranet site.

## *Video Project*

Working on the development of program videos for each undergraduate program on campus.

There are three program videos produced so far including:

- Apparel Design and Development
- Plastics Engineering
- Property Management

12 program videos are currently under development.

## *Video Project*

We are working with Vendi Advertising to assist us with the production of the videos.

Additional video shoots will take place this winter and spring.

Working on the development of 6 videos for special populations.

## *Identity Standards*

The university identity standards have been revised and approved by the senior administration. The changes include:

- Modifying the logo placing the University of Wisconsin above the word Stout



# *Identity Standards*

- The development of a template system for print publications and our website



## *Identity Standards*

- The development of a wordmark to be used in situations where the logo will not work, for example in small print ads.

**UW-STOUT**

# *Identity Standards*

- An expanded color palette to provide more color options in print publications and web applications



## *Identity Standards*

- We have finalized the web based identity standards program and the full document is available to be downloaded from the website as well.
- The website is: [www.uwstout.edu/identity](http://www.uwstout.edu/identity)

# *Marketing Initiatives*

Staff in Marketing and Communications work together on many projects including:

- Working on the development of undergraduate program videos
- The website redesign project
- Working on new program glossies and materials for campus



## *Marketing Initiatives*

- The developed web banner ads for WEAU, MRP and WPR
- E-Outlook and E-news
- New banners on campus
- Researching new marketing strategies

# *Implementing the Strategies in the Marketing Plan*

## **Strategies:**

- The integrated marketing team has been developed.
- The revised identity standards has been implemented and are being used by the campus. The identity website is:  
[www.uwstout.edu/identity](http://www.uwstout.edu/identity)
- Photography – working with Bill Wikrent, Don Steffen and Jill Olsen to get photos of campus events throughout the year and have hired a photographer to take class photos in February.
- TV Advertising – TV ads are currently airing in West Central Wisconsin and in the Twin Cities on various programs. The TV ads will run for 20 weeks starting in November after the elections.

## **Strategies continued:**

- Currently working on the website redesign project
- Replaced banners on campus
- Laptop communications – provided new screen saver for laptops
- Program videos – currently working on program videos, 3 are completed and 12 more are in various stages of production. Will book additional video shoots in February/ March/April
- Zinch advertising – UW-Stout is marketing to prospective students through the online site Zinch

## **Strategies continued:**

- Web banner advertising – currently advertising on WEAU.com, MPR, WPR and looking into Get Educated.com
- Mall Kiosk Advertising – currently advertising at Oakwood Mall and the Mall of America
- Magazine advertising – advertised in MN Monthly in September back to school issue
- Billboard advertising – are currently advertising on four billboards – three viewed west bound on I-94, one just east of Menomonie on I-94 and two west of Menomonie. One viewed east bound just east of Hwy.25 on I-94.

## **Strategies continued:**

- Continuing presence on Facebook and Twitter
- High School planner advertising – continuing to advertise in high school planners
- The projects that are outlined in this document the website redesign, revised identity standards and the marketing initiatives underway will all move UW-Stout towards a more cohesive and integrated look.