

Indiana State University

2005 - 2006 Administrative Annual Report

Public Affairs

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

The staff of the Office of Communications and Marketing are working more collaboratively within the responsibilities of the individual areas: 1. The University publications staff completed approximately 550 print publications, including student recruitment, fund-raising, special events promotion, student information publications, and annual reports (the Report of the President, the ISU Foundation Honor Roll, and the Controller's Office Financial Annual Report). In addition, an initiative was begun with MillerWhite Marketing Communications to write, design, and print undergraduate brochures for approximately 80 undergraduate programs. This very ambitious project involved coordination with campus faculty, chairpersons, and deans. Communications and Marketing staff also provided photographic services for this project. 2. ISU's top news stories are now on its home page. The media relations and Web content teams launched a revised ISU home page. Prospective students can now see first-hand the latest news about experiential learning, community outreach, and research at ISU. Taking our news directly to the on-line public is also important in light of changes in traditional media (with newspaper circulations continuing to decline and radio and television audiences are becoming increasingly fragmented). 3. In addition to the dozens of television features produced for the "Royce Waltman Show" and "Sycamore Sidelines," the video production and media relations teams produced a variety of special features this year, including a promotion for Networks Financial Institute, an anniversary piece for the West-Central Indiana Small Business Development Center, and three separate videos related to the Economic Opportunity Summit in Morocco. 4. Web content staff now provides new page templates for all platforms and an on-line Web guide. The staff increased number of Web sites into the content management system, conducted monthly "brown-bag" training sessions for individual department/office Web coordinators, and increased e-mail campaigns. 5. Throughout the year, photographic services staff have merged image databases into one central image database. This required merging images from the former Media Technology Resources (MTR) with the database from Public Affairs. The MTR database was built on a Macintosh platform, while the Public Affairs database was Windows-based. By merging all the images onto one central computer, we have created a much more efficient and all-encompassing database that will serve the entire campus community more efficiently. Photographic services and Web content staff are producing an on-line version of the database. One database will be for public viewing and the other would serve as a mechanism for offices to efficiently view and share images. 6. The photographic services studio is now completely wireless, allowing staff to send images directly from the camera to a studio computer without having to download. This saves time and hard drive space by allowing clients immediately to see and approve images. 7. Strategic promotional campaigns were created by the Marketing function of the office and included: laptop yield mechanism (t-shirt mailer), targeted Indianapolis radio campaigns, a scholarship promotion campaign, a Promising Scholar promotion campaign, a summer sessions marketing campaign, a transfer student marketing campaign, a

financial aid/FAFSA campaign, an Illinois fee waiver television promotional campaign, a Mini-Med School promotional campaign, a School of Graduate Studies campaign, and a targeted theater promotional campaign, 8. Sponsorship, events, and promotions coordinated by ISU marketing include: Hispanic Television WIIH Student of the Week sponsorship, State Chamber of Commerce sponsorship, Torchbearer Award sponsorship, Fastrack to College sponsorship, Indiana Black Expo coordination, Intel International Science and Engineering Fair sponsorship, Junior Achievement sponsorship, Excel "Mix-it-up" sponsorship, Indiana State Fair display, Sycamore decal promotion, Vigo County Education Rally sponsorship, Techpoint sponsorship, and Center for Leadership Development sponsorship. 9. The Indiana State University Magazine editor re-implemented an editorial advisory board. 10. The Office of Communications and Marketing took an active role in building partnerships with various external groups, organizations and government agencies whose work benefits the community. Along with a positive impact on the region, these collaborations often open the door to unique and engaging experiential learning opportunities for students. Primarily, Communications and Marketing provided assistance with media relations and publication production, as well as video and still imagery to help promote and advance the activities of the external sources. Communications and Marketing provided sponsorship, promotional and/or media relations assistance to Hoosier Boys State, Hoosier Girls State, Indiana Special Olympics, Downtown Terre Haute Street Fair, Indiana Black Expo, Excel of Terre Haute "Mix It Up Day," Greater Terre Haute Chamber of Commerce Business Showcase, Indiana Commission for Women Torch Bearer Award, the United Way campaign, the Wabash Valley Visions and Voices project, Junior Police Academy and Habitat for Humanity among others. In addition, a team comprised mostly of Communications and Marketing staff and captained by Leslie Thais, digital imaging specialist for photography services, collected the most money for the Bowl-A-Thon, a fund-raiser sponsored by the Support Staff Council to raise funds for construction of the Habitat for Humanity home. Maria Greninger, associate director of Communications and Marketing, was the top individual fund-raiser for the event.

Enrollment

What steps did you take this year to aid ISU in overcoming enrollment challenges?

For nearly two years, Communications and Marketing has driven the comprehensive integrated brand marketing process, plan, and requisite campaign. The campaign is grounded in four defined objectives. These include developing an internal integrated marketing framework, repositioning ISU to be perceived as a more academically selective institution, increasing awareness of ISU with positive impressions, and, ultimately, increasing enrollment. In essence, the last objective (enrollment) may actually be a function of the other three objectives. Achieve them, and increased enrollment will follow. Of course, there are external forces making it difficult to stay the course of the integrated marketing process. It's a process that inherently takes time and patience, but more importantly, it requires consistent planning, coordination, buy-in, and the tireless execution of a motivated institution. Communications, marketing and promotional efforts can help attract higher-performing student to consider ISU, but it cannot convert them to enrolled students without coordination with admissions and others. A significant development in this area is the creation of the Marketing-Admissions Leadership Team that allows regular communication and coordination with admissions in planning, tracking, and implementing recruitment tactics.

Action Steps

Do you have any further progress you would like to report?

Throughout the year, the Office of Communications and Marketing positively affected ISU's reputation to students, prospective students, donors, and volunteers as a University of choice through the quality of its publications, media relations, photography, videography, Web site, advertising, and

promotions. The University's magazine promoted that reputation to the alumni audience.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

The integrated marketing program includes several assessment tools related to increased awareness of and interest in Indiana State University. Two specific assessment processes include 1) use of a clipping service, which electronically notifies media relations staff of coverage of Indiana State University in media outlets so that they are able to track those appearances and adjust distribution of news, and 2) tracking production of print publications in order to successfully meet deadlines, allowing schedules to be adjusted.

Budget

As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?

With the completion of the second year of the integrated marketing program at hand, we are better equipped to assess what expenses may be cut while minimizing the adverse effects. The initial development of branded photography over the first two years of the program had relied upon professional outsourcing. That function is now being performed by internal photography and design staff. The move to electronic delivery of most media relations materials has allowed for budget reductions in that area as well. A significant amount of printing has been completed in the past two years in order to brand most of our recruitment publications. This work can now be divided into a biannual plan to update. A considerable reduction will come from the advertising line through more selective and targeted advertising. The elimination of Indianapolis airport signage has already occurred and theater ads are being reviewed for possible cuts.

Strategic Initiatives

Development Activities

What role might your unit play during the silent phase of the comprehensive fundraising campaign?

The Office of Communications and Marketing has the ability to enhance the silent phase of the campaign by highlighting and showcasing Indiana State. Through the use of media hits, publications, Web sites, and the Indiana State University Magazine, we can draw favorable attention to the University's unique assets and strengths. Additionally, the office will provide support directly to the ISU Foundation for specific communication needs as requested.

Future Goals

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Have you considered any action steps your department could make to enhance Indiana State University's reputation as a University of choice? If so, please indicate what you are planning to do and tell us which area of planning your steps fall under.

It is crucial that the off-campus world be made aware of Indiana State's status as an institution of choice. The integrated marketing program will enter its third year. The Office of Communications and Marketing's role remains that of communicating, through various media and vehicles and to various constituencies, those things that make the University an institution of choice. These include

publications, University magazine, news releases, photographs, videography, advertisements, and other marketing promotions. In doing so, the quality of Indiana State's academic programs is stressed as are the opportunities students have to engage in experiential learning and community engagement and public service. The office continues to provide experiential learning opportunities for students. These professional experiences enhance their attractiveness to future employers. These activities fall in the IM, EM, and OTHER categories.

Feedback

This box is to allow you to share any ideas you have on enhancing enrollment, dealing with budget, challenges facing the administration, etc.

Throughout the coming year, the Office of Communications and Marketing will be conscious of creating opportunities to positively affect these and other areas and communicate those ideas.