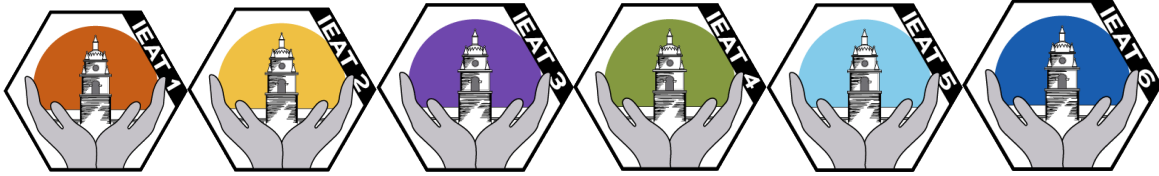


IEAP Initiative Status Report

Spring 2024



Theme Number: IEAP #3
Initiative Title: Perception Survey, Analysis and Integrated Marketing Communication Plan (IMCP)
Lead(s): Nancy Gill
Status: ___ Not yet started ___X_ In progress (ongoing need) ___ Concluded
Status Report Due: 8am Monday, June 17 (send to alex.padilla@csuci.edu)

A. 2023-24 Evaluation and Findings

1. Evaluation Strategy:
 - a. How did you evaluate the effectiveness of this initiative? (e.g., metrics identified, data collected, timeline).
 - i. Rebranding deliverables for Phase III of the Integrated Marketing Communication Plan included:
 1. Brand Foundation (promise, assets, character), brand message matrix, and brand communication plan finalized (Sept. 2023).
 2. Request for Proposals (RFP) drafted/finalized for a comprehensive visual rebranding for solicitation of RFPs to more than 80 firms/agencies with responses from 40+ proposers. Proposals from 14 firms were reviewed, evaluated, and scored with 4 finalists interviewed (Oct.-Dec. 2023).
 3. Contract awarded to Simpson Scarborough (Jan. 2024).
 4. Pre-Discovery (Feb. – March) and Discovery sessions with IMC Steering Committee, Advisory Group, and select groups held with Simpson Scarborough (May 2024).
 5. Video produced highlighting the campus (May 2024).
 - ii. Website Redesign deliverables for Phase III of the Integrated Marketing Communication Plan included:
 1. Request for Proposals (RFP) drafted/finalized for a comprehensive website redesign to over 40 firms (Dec. 2023). Proposals from 5 firms were reviewed, evaluated, and scored during finalist interviews. (Jan. - Feb. 2024).
 2. Contract awarded to Simpson Scarborough (April 2024)
 3. Pre-Discovery phase held with ITS Web Services team (May 2024)
 - b. Attach or link to your data and/or analysis of data.
 - i. No data available for the above deliverables.
2. Findings & Recommendations: There is no length requirement or word limit for your narrative responses. Please be thorough yet succinct, keeping in mind that initiative status reports are published via the [IEAP website](#).

- a. What did you learn?
 - i. The Discovery sessions for the rebranding and website redesign projects included select participants from the campus and external community including members from the IMC Steering Committee, IMC Advisory Group, academic program chairs, academic senate executives, CI Staff Council, ASI student leadership, and Alumni board leadership. These discovery sessions provided Simpson Scarborough with a broad spectrum of viewpoints and feedback from individuals who participated with different ethnicities, race, gender, and ages.
- b. Were the values of diversity, equity, inclusion, and/or accessibility measurably advanced through this initiative in 2023-24? How do you know?
 - i. Communication & Public Relations intentionally included members from the above groups that represented a wide range of diversity, and equity and inclusion of a variety of campus leadership individuals.
- c. Based on what you experienced and learned through this IEAP initiative in 2023-24, what are your recommendations specifically relative to the value of, ongoing need for, and/or necessary revisions to this initiative, going forward?
 - i. Our intentionality of including various leadership groups during the discovery sessions, as well as continued work as the project progresses will continue to provide diversity of opinion and feedback for ongoing IMCP work for the short and long-term timeframe.

B. Budget Report: Complete this section only if the initiative received dedicated IEAP funding or reallocated divisional funds.

1. Total budget for 2023-24:
 - a. IEAP funding:
 - b. Reallocated divisional funding: \$1,071,371
2. Expenditures: What are the categories of goods/services on which funds were spent, and how much was spent per category? Expenditures for 2023-24 for Contractual Services for deliverables provided to date totaled \$68,305.
3. Unexpended funds of total budgeted, as of 6/14/2024:

C. 2023-24 Reflections, Comments, and Suggestions: Is there anything else about this initiative that you would like to add? e.g., Have new questions or opportunities come up through your experience in leading this initiative? The IMCP work will continue to be led during 2025 and beyond through the Integrated Strategic Action Team recently formed.