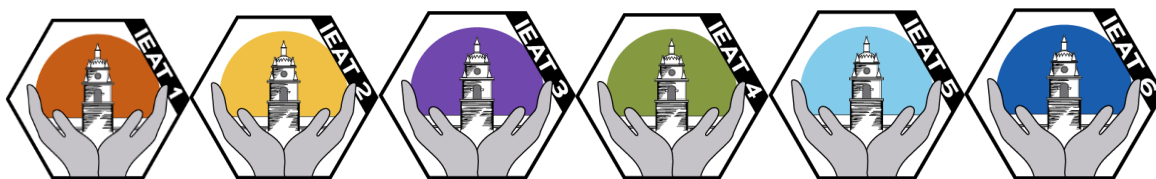


IEAP Initiative Status Report

Spring 2023



Initiative Title: Perception Survey and Analysis and Implemented Integrated Marketing Communication Plan (IMCP)

Initiative Number: IEAP 3.1

Lead(s): Nancy C. Gill

Due: May 1, 2023

A. 2022-23 Findings

1. **Metrics/Data for Evaluation:** What metric(s) did you use to evaluate the achievement and/or impact of this initiative's goals? *During Spring 2023, 14 strategic envisioning brand sessions (9 in-person; 5 via Zoom) were held from mid-March through mid-April. These strategic envisioning brand sessions included more than 150 participants representing the IMC Steering Committee and IMC Advisory Group; staff from Admissions & Recruitment, Communication & Public Relations; Student Life; faculty; four sessions with employees; two sessions with students from marketing strategy and CI Solutions classes; a general student session; ASI student leaders; Cabinet members; and a session for alumni, external educational partners, University board members, and other invited guests. Qualitative feedback/input was provided to the ADV consultants during these 14 sessions based on the draft brand foundation presented during the strategic envisioning sessions by the consultants. This qualitative feedback will be used by the ADV consultants to present a second draft of the proposed brand foundation for review by Cabinet and the President in May 2023.*
2. **Findings & Recommendations:** There is no length requirement or word limit for your narrative responses. Please be thorough yet succinct, keeping in mind that IEAP status reports are shared with the Strategic Resource Planning Committee (SRPC) and published via the [IEAP website](#).
 - a. What did you learn? *It was surprising and satisfying to have more than 150 individuals participate in the strategic envisioning sessions who expressed deep thoughts and ideas about how the University needs to move forward in the next decade in order to successfully attract students, employees, donors, and partners in the community, and to help the University continue to be seen as valuable in the region and beyond.*
 - b. Were the values of diversity, equity, inclusion, and/or accessibility measurably advanced through this initiative in 2022-23? How do you know? (Please attach or link to your data and/or analysis of data.) *The 14 strategic envisioning sessions held in Spring 2023 included focused outreach to various groups of individuals across campus – more so than imagined would participate when this project was launched in Fall 2021. As ADV consultants noted during the strategic envisioning sessions, most of their higher education clients do not engage or solicit this level of input from their internal and external constituents, which goes to demonstrate our willingness to be transparent and inclusive in soliciting this type of input. The sessions included individuals of different ethnicities, age, and backgrounds; short- and long-term employees; and a variety of*

successful alumni within their field; as well as a variety of external constituents with short- or long-term relationships with CSUCI.

- c. Based on what you experienced and learned through this initiative in 2022-23, what are your recommendations specifically relative to the value of, ongoing need for, and/or necessary revisions to this initiative, going forward? *To remain competitive in higher education, particularly within the CSU, as well as adjusting to changing times and circumstances in today's world, it is vital that the University continue to evaluate its brand every four to five years and collect new market research. Ongoing market research should be used to evaluate how the University's new brand foundation including its academic identity, post-graduate outcomes, and overall brand, has influenced positive student enrollment growth, donor fundraising, and overall perception of the University, and make adjustments to preserve a positive brand amongst all constituents.*
3. **Other:** 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?) *Simultaneous work is also underway to complete a web audit and refresh/redesign of the University's website as part of the overall IMC plan. The web audit/refresh project is being led by Information Technology Services and Enrollment Management & Marketing. This web work is also vital to the overall branding and success of the IMC plan implementation.*

B. Budget.

1. **Budget Report.** Provide a summary of the categories by which funds were spent, the amount spent per category, and anticipated balances as of 4/28/2023 and 6/30/2023. For example:

IEAP Initiative Number and Title	3.1 Perception Survey and Analysis and Implemented Integrated Marketing Communication Plan (IMCP)
Total Budget	\$20,000 FY 2022-2023
Expense Category #1	613001 Contractual Services
Expense Category #2	
Etc.	
Expenditures to Date as of 2/28/23*	\$7,000 (1/2 deposit for this Phase Two work)
Anticipated Remainder 6/30/2023	\$7,000

*Attached: Directions for how to generate financial report

2. Reflections.

- a. Will you have expended allocated funds for FY23 for this project by 6/30/23? *No, the total budget of \$20,000 for this fiscal year will not be expended.*
- b. When do you anticipate having expended funds allocated for this initiative? *Prior to 6/30/2023.*
- c. If funds have not been expended by the end of FY23, what are the roadblocks you have experienced in not being able to complete the initiative by 6/30/23? *None known at this time.*
- d. Were funds sufficient, too much, or too little for the initiative this year? What do you recommend going forward? Are ongoing efforts/funding needed for this specific initiative? *Based on the scope of services (market research) and the consultant selected for this project, the total funding provided during FY 2021-22 and FY 2022-23 totaling \$100,000 was accurately predicted. Based on the need to reevaluate our brand in the next four to five years, it would be recommended to budget a minimum of \$100,000 for the purpose of collecting new market research to be used in evaluating future brand changes.*