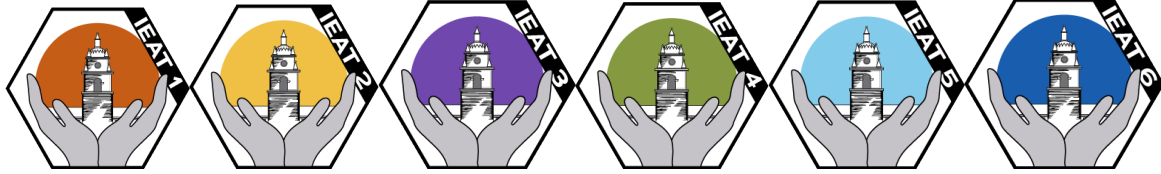


IEAP Initiative Status Report Fall 2022



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

Initiative Number: IEAT 3.1

Lead: Nancy C. Gill

Due Date: November 18, 2022

Overview:

Purpose: Based on the University's strategic initiatives and the after-effects from the COVID-19 pandemic, the following areas will need to be addressed: 1) student recruitment, enrollment, retention, and graduation; 2) increasing the value and equity of our brand with a focus on diversity, equity and inclusion; access mission; innovative and high-quality academic programs; and post-graduation success; and 3) positively influencing brand perception amongst our key audiences including: current students, prospective undergraduate and graduate students and their parents/supporters, employees, alumni, donors, foundation board members, government and elected officials, and community and educational partners.

Goals:

- Establish an IMC Steering Committee and an IMC Advisory Group comprised of campus representative to help lead and advise the development of an IMC Plan;
- Conduct in-depth surveys, interviews, and research of University constituents collected by a hired consultant (ADV Market Research & Consulting);
- Develop a concise integrated marketing communication plan (Brand Foundation, Brand Message Matrix, and Brand Communication Plan) that conveys a unified message across a variety of channels with clear goals and set of tactics that will effectively communicate the programs and services offered by the University; raise awareness and perception of the University; and provide messaging for key audiences and stakeholders.

Metrics/Data for Evaluation: Feel free to connect with Matt Zivot, Director of Institutional Research, for assistance in thinking through how to convert your initiative's goals into measurable outcomes.

What metrics will you use to evaluate achievement of this initiative's goals?

- Identify the members and accomplishments achieved by the IMC Steering and IMC Advisory Group towards the initiative.
- Within the next 2-3 years, realize an increase in student enrollment, donor fundraising, and cohesive perception of the University among internal and external constituents.

What data will be necessary for determining impact?

Complete another round of surveys and interviews to evaluate perceptions or changes gained for the University's brand.

How and when are these data being collected?

After the IMC Plan has been implemented, additional data should be collected again 4-5 years after implementation of the IMC Plan.

Status:

Progress:

- ADV Market Research & Consulting collected qualitative and quantitative market research during the Spring 2022 semester;
- ADV presented key findings and a summary of the research collected to the IMC Steering Committee, IMC Advisory Group, and Cabinet in June/July 2022;
- ADV provided a proposed Brand Foundation that summarizes their findings, which includes suggestion of a brand promise, brand pillars, and brand character; and
- Next steps and proposal for completing a strategic envisioning for finalizing our Brand Foundation was provided in Nov. 2022.

Formative Assessment

Initiative-focused prompt: What questions or problems have been encountered that “critical friends” reading this progress report (i.e., Strategic Resources Planning Committee, Inclusive Excellence Action Team members, President’s Advisory Council for Inclusive Excellence) can help initiative leads/participants to think about?

- How to encourage campus participation with focus groups for providing input for the brand foundation.
- How to generate buy-in or excitement by the campus community for acceptance of the finalized brand foundation.

Institution-focused prompt: From what you have experienced thus far, should this initiative be considered for permanent funding, if/when recurring funds become available? Why?

Yes! It will be imperative to continue to assess through the collection of future surveys, research and interviews with our constituents whether the University is truly delivering on its rebranding and where we can continue to make improvements as needed. We can no longer rely that if ‘we build it (a university), they (students) will come.’ Why? Because we will need to continue to demonstrate the value of a four-year degree for the residents of this region and beyond, and how a baccalaureate degree improves social mobility and success for our students, their families, and future generations.

Evaluation: It’s been a much longer process to keep this project moving forward! We know that additional work identified as a result of the market research collected, that key areas of the University will need to be improved in order to align ourselves with our rebranding for the next 20 years. This needs to be a continuous process in evaluating our value to residents of this region and beyond in order to be competitive for attracting students and employees to our

institution.

Other: An opportunity to conduct a web audit will provide additional information on how the University can improve communication via the website for our campus community, as well as prospective students. This additional work has launched during the Fall 2022 semester and will provide another mechanism for our IMC Plan to be fully integrated across the University.