

Strategic Initiatives Summary Guide 2019

SANTA BARBARA ADVERTISING CAMPAIGN



Champion:

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Abstract:

Create and implement an advertising campaign to increase overall awareness of CSUCI in the Santa Barbara region. This proposal seeks funding to create an awareness campaign to increase our visibility through an investment (\$35,000) that will be used to place print and digital ads and generate awareness amongst a prospective donor target, as well as a broad audience in the Santa Barbara region.

Strategic Initiatives the Project

Addressed:

4.5: Assess internal and external community perception of the University and develop a plan to expand awareness of the University's connection to economic vitality, social mobility and engaged citizenship.

Baseline Data/Current Status:

For the past two years, baseline data for Santa Barbara advertising has only included an annual budget of \$6,000 allocated for advertising at three high schools (Santa Barbara, Dos Pueblos and San Marcos) and select news media outlets in Santa Barbara. No advertising campaign has previously been targeted for the Santa Barbara region.

Measurable Outcomes:

1. Drive users/visits from the Santa Barbara region to the CSUCI website.
2. Raise awareness and visibility of CSUCI in Santa Barbara media outlets.
3. Generate a steady stream of media buzz in the Santa Barbara region in support of CSUCI.

Notes:

Quantitative analysis will be reported via Google analytics gathered through unique URLs established to track CSUCI website visits. Background or statistical information will also be provided for the media outlets.

Qualitative analysis will be gathered through feedback received from donor interactions, general audiences, Foundation board members, and Development staff.

Additionally, Development staff will provide a report of donor interactions, public engagement and fundraising activities after the conclusion of each phase.

Measurable Outcomes:

A. Santa Barbara International Film Festival is one of the leading film festivals in the United States. A full-screen advertisement was created to focus on our Performing Arts program.

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C. The Santa Barbara Independent is a weekly newspaper widely-distributed in Santa Barbara. A three-series ¼ page print advertisement was created to focus on our Performing Arts and Computer Science programs and the Santa Rosa Island Research Station.

D. Pacific Coast Business Times is a weekly business journal devoted to business and financial news serving Santa Barbara, Ventura and San Luis Obispo counties. A four-series, ¼ page print advertisement was created to focus on our Business program.

E. KEYT is an ABC television affiliate serving Santa Barbara, San Luis Obispo and Ventura counties. A 30-second commercial was created to focus on our "Reimagining Higher Education" messaging and highlight select alums working in Santa Barbara and Ventura counties.

F. Santa Barbara Metropolitan Transportation District provides bus transportation throughout Santa Barbara County. A three-series bus advertisement was created to complement the visuals used in the KEYT commercial.

Timeline:

Two phases of the advertising campaign were developed as follows:

Phase I: Feb. 18 -- March 31, 2019

- Noozhawk
- Pacific Coast Business Times
- Santa Barbara International Film Festival
- The Santa Barbara Independent

Phase II: April 1 -- June 30, 2019

- KEYT
- Noozhawk
- Pacific Coast Business Times
- Santa Barbara Metropolitan Transportation District
- The Santa Barbara Independent

Timeline:

April 30: C&M will provide a report on Phase I of the advertising campaign. The Development team will provide a report focusing on Santa Barbara donor interactions or public engagement during this period.

July 31: C&M will provide a report on Phase II of the advertising campaign. The Development team will provide a report focusing on Santa Barbara donor interactions or public engagement during this period.

Spring 2022: Report to be provided of analysis of philanthropic giving from the Santa Barbara region.