



California State  
University

C H A N N E L  
I S L A N D S

# Expanding Awareness for CSUCI

October 16, 2019

Presented By:

Nancy C. Gill

Senior Executive Director of University Communication

# Strategic Initiatives



## Capacity and Sustainability

*Taking action to sustain and advance a robust University in an era of declining state support.*

**Developing a culture of philanthropy.**

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.



California State  
University

C H A N N E L  
I S L A N D S



# Proposal

- Expand Awareness and our Brand
  - Highlighting students, faculty, staff and alumni to showcase their accomplishments
- Build Momentum
  - Continue Santa Barbara awareness campaign from 2019
  - Relaunch Ventura County awareness campaign implemented during Tenth Anniversary (2012-2013).

# Proposal

- Target Geographic Areas for Greatest Philanthropy
  - Santa Barbara awareness campaign will focus on Carpinteria, Montecito, Santa Barbara, Goleta and Santa Ynez.
  - Ventura County awareness campaign will focus on Conejo Valley
- Strengthen Our Message to
  - Focus on the University's tremendous value
  - Assist with the recruitment of students, faculty and staff
  - Continue to build our relationships with donors, partners and others
  - Create positive and additional news media 'buzz'

# The Ask

- \$150,000 for a 12-month (2020), multi-county campaign
  - Funding will expand awareness through:
    - Digital and Print advertising targeted to donors and others
    - Highlight our support of students and their success
    - Social and Economic value
  - January-June 2019 Santa Barbara campaign was funded for \$35,000
  - Tenth Anniversary Ventura County 12-month campaign was funded for \$100,000
  - C&M designed, reserved and submitted the artwork to save the campaigns \$25,000 in professional media buying services

# Baseline Data

- 2019 Santa Barbara Campaign
  - Quantitative Analysis
    - Total Reach of 3.1 Million views/impressions
    - Unique URL's tracked media outlets with 775+ direct visits to our website
    - Contributed to news media analytics for 2018-19 of 3,800 news stories that generated 6 Billion views for a total publicity value of \$5.5 Million.
  - Qualitative Analysis
    - Feedback from business and philanthropic leaders who were becoming more aware and excited about how the University positively impacts the SB community.
    - Awareness campaign kept us fresh in people's minds and has helped to build and strengthen community connections for our Development team.

# Baseline Data

- Tenth Anniversary Campaign (Ventura County)
  - Quantitative Analysis
    - Total Reach of 3.2 Million views/impressions
    - Homepage visits increased by 7%; website had 33% increase overall
    - 2 years following the Anniversary campaign generated more philanthropic commitments than in any of the 6 prior years.
  - Qualitative Analysis
    - Feedback created positive awareness and pride among the community for the University's first 10 years of accomplishments demonstrated through increased philanthropy and engagement.

# Goals

Increase earned media coverage by 5% by Fall 2020

Increase owned media content by 5% through various channels by Fall 2020

Drive and increase visitors to our website by 5% by Fall 2020

Increase philanthropic commitments by 5% by July 2021



California State  
University

C H A N N E L  
I S L A N D S



# Risk of Not Funding

Amy momentum gained from our earlier awareness campaigns will be lost.

Fundraising progress may slow and potentially recede.



California State  
University

C H A N N E L  
I S L A N D S



# Discussion & Questions?



California State  
University

C H A N N E L  
I S L A N D S

