Expanding Awareness for CSUCI

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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.
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.
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<th>Goals</th>
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<tr>
<td>Increase earned media coverage by 5% by Fall 2020</td>
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<tr>
<td>Increase owned media content by 5% through various channels by Fall 2020</td>
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<td>Drive and increase visitors to our website by 5% by Fall 2020</td>
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<td>Increase philanthropic commitments by 5% by July 2021</td>
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Risk of Not Funding

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

Fundraising progress may slow and potentially recede.
Discussion & Questions?