

## MARKETING AND COMMUNICATION SERVICES

### Mission

Marketing and Communication Services provides information, creative support, graphics, media and public relations guidance to students, faculty and staff of the Oklahoma State University Center for Health Sciences.

### Vision

Marketing and Communication Services will be recognized for:

- Outstanding service and products;
- Satisfied customers (i.e., faculty, staff, students, public);
- Creativity, innovation and extensive skills;
- Timeliness in meeting deadlines;
- And cohesive and dependable teamwork

Resulting in a positive reputation among our clients (students, faculty, and staff) and external community (Tulsa, Oklahoma, physicians, legislators, VIPs, business community, associations, etc.).

### Core Values

**Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.

**Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

**Service** – We believe that serving others is a noble and worthy endeavor.

**Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

**Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## **Strategic Goals, Critical Success Factors, Objectives, and Strategies**

**Goal One. Name Recognition - Develop and grow CHS brand awareness as household name.**

### **Critical Success Factors:**

- Logo consistency in printed and electronic communication.
- Increase distribution of printed/electronic materials to prospective students by 25% over the next three years.
- Increase print and electronic media clippings by 30%.
- Increase website hits with new links and updated content information by 50% over the next two years.
- Grow alumni association to 90% participation.
- Increase diversity of student applicants by 15% to include more women and minorities over the next three to five years.
- Facilitate at least six Doctor Orange events (recruitment/public relations road show) in different communities per year.
- Keep employee turnover rate below 5% and morale high with regular communication and updates from the President's Office.
- Enlist two to four more annual community service projects over the next five years by allowing flextime and incentives for employees and students to participate in Tulsa activities.

### **Objectives:**

**Objective 1:1:** Develop and implement an external marketing campaign for the Center for Health Sciences (CHS).

#### Strategies:

- Identify external audience (students and public at large).
- Tailor message to target audience(s).
- Identify product resources (size of campaign and affordability).
- Secure funding (cost).
- Network with osteopathic medical associations and physicians to increase visibility.

**Objective 1:2:** Develop and implement internal marketing campaign for CHS.

#### Strategies:

- Identify and tailor message to faculty, staff and students.
- Identify product resources and size of campaign.
- Offer incentives for information sharing.
- Partner with Office of Student Affairs to network with student leaders.

**Goal Two. Clinic Exposure - Promote the OSU Physician Clinic system in the Tulsa community and rural Oklahoma.**

**Critical Success Factors:**

- Increase patient visits by 20% annually.
- Increase billing and collections to 95% receivable revenue that goes back into the OSU system.
- Demand for services equals or exceeds capacity.
- Expansion of services and space at Harvard clinic.

**Objectives:**

**Objective 2:1:** Provide excellent community health services to a diverse population.

Strategies:

- Advertise health services in minority newspapers and radio stations monthly.
- Hold three to five community health fairs per year in minority communities.

**Objective 2:2:** Increase visibility in the Tulsa and medical communities.

Strategies:

- Provide marketing support to clinics with assistance in creating signage, pamphlets, brochures, etc.
- Oversee consistent use of brand image at all OSU Physicians clinics.
- Create and implement multi-media advertising campaign promoting the clinic system in Tulsa and rural Oklahoma.
- Add both external and internal OSU Physician signage at all three clinic locations.

**Objective 2:3:** Partner with third-party health providers to promote the OSU Physician system.

Strategies:

- Hold quarterly lunch meetings with Tulsa health care providers to introduce faculty physicians and services.
- Include health care providers in campus mailings.

**Goal Three. Communication - Provide proactive and effective marketing and communication services to the CHS community (students, faculty and staff).**

**Critical Success Factors:**

- Ensure 90% saturation of information sharing with Faculty and Staff.
- Increase communication resources by 25% over next three years (newsletters, email, magazines) due to information demand.
- Strive for 100% satisfied customers (students, faculty, staff).

**Objectives:**

**Objectives 3:1:** Provide valuable and effective communication support for faculty and staff.

Strategies:

- Meet with individual departments every six months to promote marketing and communication services.
- Work with President's Office weekly to enhance reputation for quality products.
- Require public relations staff to attend at least two staff development workshops or seminars per year.

**Objectives 3:2:** Disseminate accurate and reliable information to internal customers.

Strategies:

- Have at least two people proof information before it is distributed.
- Build loyalty with timely follow-up phone calls for accuracy on every article or job.

**Goal Four. Expand communication services to better utilize existing talent and reach more customers.**

**Critical Success Factors:**

- Increase turn-around time for projects by 30% within the next two to three years.
- Decrease number of services currently outsourced by 25% within the next two to three years.
- Double the number of services offered to students and employees.

**Objectives:**

**Objectives 4:1:** Increase size, scope and quality of communication services offered.

Strategies:

- Hire one to two additional graphic artists to handle faculty support and public relations.
- Add at least one additional photographer to handle digital images and archiving.
- Contract with two to three freelance writers to tell the CHS story in internal and external publications.
- Provide ongoing continuing education and technology skill applications to Internet Services department.

**Objective 4:2:** Update existing equipment and purchase additional communication tools.

Strategies:

- Conduct review of technological and creative support services currently offered.
- Investigate where new technologies would save time, money and workload.
- Purchase necessary technological equipment to increase quality of products and staff productivity.

**Objective 4:3:** Create campus-wide Special Event's Office.

Strategies:

- Designate office space for coordination of campus wide special events.
- Hire special events coordinator to maintain event schedules and promote activities. Build and maintain database of ongoing campus activities.
- Work as College liaison to coordinate building needs, catering, audiovisual support, marketing materials, etc., for campus events.