

Institutional Advancement and Marketing

Mission

Institutional Advancement and Marketing promotes university excellence through outreach efforts that include development, marketing, communications and public relations.

Vision

Institutional Advancement and Marketing will:

- Create a sustained positive public image of the university among target audience of potential students, current students, faculty, staff, alumni, donors and other constituents.
- Enhance student recruitment and influence constituents to continue supporting and helping build a premier technological university.
- Improve internal and external communications.
- Consistently and creatively attract philanthropic support to enable school goals for excellence.

Core Values

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

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

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.

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.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Create a coordinated and consistent culture of communication that ensures positive, supportive recognition of the school throughout all relevant constituencies.

Critical Success Factors:

- Increase quality, variety and effectiveness of communications products
- Improve consistency of communications
- Increase positive message impressions on constituency

Objectives:

Objective 1.1: Establish a research based marketing/communications plan that defines university marketing and communications needs.

Strategies:

- Conduct marketing/communications survey –coordinate with divisions and student recruitment.
- Write marketing/communications plan based on survey results and input. Use marketing committee for review and approval of marketing/communication plan.
- Integrate OSU-Okmulgee plan with OSU system plan.
- Measure results of effort.

Objective 1.2: Launch and drive communications instruments to deliver consistent messages to constituents.

Strategies:

- Assemble resources necessary to deliver consistent message
- Regularly disseminate messages to constituents via appropriate instruments. These include:
 - Magazine style publications.
 - Articles in system publications, news releases, events and broadcasts.
 - Division specific brochures.
 - Speakers bureau to local and regional organizations.
 - News releases specific to divisions and colleges.
 - Internal communications such as e-notes and flat screen displays throughout campus.
 - Graphic designed special requests to support division and college needs prior to plan implementation.
 - PowerPoint presentations, DVDs, CDs, video and other multi-media presentations.

Goal Two: Optimize recruitment, retention and graduation of quality students through targeted marketing that aligns the “right” students with the “right” programs, and increases employer satisfaction.

Critical Success Factors:

- Achieve satisfaction by Prospective Student Services in recruitment assistance provided by the Marketing Communications Team.
- Achieve satisfaction by division chairs in retention assistance provided by Marketing Communications Team.
- Achieve satisfaction by division chairs and unit leaders in efforts by Marketing Communications Team in assisting units and divisions in meeting employer expectations.

Objectives:

Objective 2.1: Prepare and disseminate quality print and electronic media that captures the attention of and motivates to action prospective students and those who influence the prospects higher education decision.

Strategies:

- Assess student recruitment and retention needs of each division and develop profiles of optimum students for each program that participates in the survey.
- Assess employer expectations regarding quality of graduates hired from OSU-Okmulgee.
- Develop and launch print and media marketing communications solutions that meet the assessed needs and align with both the OSU-Okmulgee Marketing Communications Plan and the OSU System Marketing Plan.
- Organize an OSU-Okmulgee speaker’s bureau that takes our consistent message to business groups throughout our immediate community and surrounding region.

Objective 2.2: Assist in organizing and supporting events that bring student and student influencers in contact with OSU-Okmulgee faculty and recruiters.

Strategies:

- Identify and support division-related events and activities, which present prime opportunities for delivering consistent marketing messages to target audience.
- Identify and support campus-wide events and activities, which present prime opportunities for delivering consistent marketing messages to target audience.
- Create or revive a campus-wide event that will provide a prime opportunity for delivering consistent marketing message to target audience.

Goal Three: Foster a collegial environment that encourages synergy and builds morale.

Critical Success Factors:

- On an annual basis, achieve participation of campus constituents in marketing committee meetings and special sessions
- On an annual basis, achieve satisfaction of marketing committee with goals and performances of marketing team
- On an annual basis, achieve satisfaction of division chairs and senior administration with marketing team products

Objectives:

Objective 3.1: Use marketing committee to drive development and dissemination of consistent message to constituents.

Strategies:

- Encourage regular marketing committee attendance by campus constituents by determining best times for meeting.
- Publish meeting agendas.
- Create interesting communication topics.
- Send consistent meeting reminders.
- Provide marketing/communications staff development and tools to better utilize and participate in services offered by marketing team.
- Publicize marketing success stories involving marketing committee participants.

Objective 3.2: Make effective use of internal communication tools to build a team environment in which staff, faculty, and administration share, experience, and become involved in each other's successes and needs.

Strategies:

- Use e-notes to regularly publicize news needs and achievements about the OSU-Okmulgee family.
- Use flat-screen monitors to disseminate to campus news and needs concerning the OSU-Okmulgee family.
- Use campus entrance electronic sign to disseminate positive news about OSU-Okmulgee family.
- Marketing Communications/committee staff to make personal calls on each division chair and unit leader at least once per trimester.

Goal Four: Expand capabilities to optimize the quality, variety, volume and reach of marketing and development efforts.

Critical Success Factors:

- Review and issue a report on marketing tools, techniques and solutions utilized by similar Marketing Communications Teams at comparable institutions
- Based on approved report and recommendations, acquire at least upgrade or new item or application to facilitate each Marketing Communications goal and to empower each Marketing Communications Team resource
- Design and implement staff development opportunities each trimester that allow each Marketing Communications Team member access to at least one training unit on either new or emerging technology or improved utilization of existing technology and resources
- Launch use of new capabilities through at least five previously unutilized or under utilized venues

Objectives:

Objective 4.1: Optimize use of existing resources, technology and personnel. Implement new techniques and technologies.

Strategies:

- Review best practices of Marketing Communications departments at comparable institutions and write a project plan based on findings. Implement plan in a timely manner.
- Implement at least one in-service communications training opportunity each trimester. Position staff to make best use of existing equipment and applications.
- On an annual basis, acquire at least one item of new equipment, resource or application per employee.
- On an annual basis, use new equipment or techniques to help launch consistent marketing message solutions.

Objective 4.2: Develop synergistic relations with Marketing Communications units on other OSU System campuses to leverage our collective technological capabilities for delivering consistent messages using the “best fit” for latest technology and techniques.

Strategies:

- Work with OSU System Marketing Committee to identify opportunities for collaboration and write a marketing plan that is team-oriented and actionable.
- Implement at least one new communications solution per year based on actionable items in OSU System Marketing Communications Synergy Report.

Goal Five: Raise private funds that augment state appropriations.

Critical Success Factors:

- Ensure that grants, donations, gifts-in-kind and campaigns exceed one million dollars in for OSU-Okmulgee annually
- Ensure that community, alumni and financially supportive constituents have an awareness of the needs of OSU-Okmulgee and that on an annual basis, some of the identified members of each of these groups respond in a positive manner to OSU-Okmulgee Advancement appeals for participation and assistance

Objectives:

Objective 5.1: Revise OSU-Okmulgee Needs Assessment on an annual basis and develop appropriate advancement plan.

Strategies:

- Meet with administration and division chairs to update and review previous advancement project plan. Identify at least three high yield advancement opportunities that will be the focus of advancement goals in the coming year.
- Request OSU Foundation assistance in reviewing advancement project plan and identifying the best opportunities to achieve plan goals.
- Publish an operational plan that is easy to envision and activate.

Objective 5.2: Launch effective campaign to win donations, grants and gifts-in-kind identified as top priority by senior administration.

Strategies:

- Promote launch of plan through media and speaker's bureau within immediate community and region.
- Building fundraising project team with members from community and campus. Include students, advisory board members and minorities.
- Launch annual OSU-Okmulgee Advancement Campaign.