

MARKETING AND PUBLIC RELATIONS

Mission

Marketing and Public Relations identifies and capitalizes on opportunities to increase the image and presence of OSU in the Tulsa community.

Vision

Marketing and Public Relations will:

- Be recognized as a premier provider of marketing and public relations services with a positive attitude, unparalleled speed and uncommon efficiency;
- Facilitate the achievement of goals by the units we serve by providing opportunities to tell the story of the unit's successes and contributions; and
- Capitalize on new technologies and service applications to meet the evolving marketing and public relations needs of our customers.

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 opinions, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources - We are dedicated to the efficient and effective use of our 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. We will be recognized as an outstanding academic institution serving the needs of the Tulsa community.

Critical Success Factors:

- An integrated marketing plan
- Timely and appealing OSU-Tulsa web site that is fully integrated with the OSU System web site
- 100 stories published annually in area media
- Successes of faculty, staff, students and alumni at OSU-Tulsa regularly publicized
- Events, activities and programs at OSU-Tulsa that promote OSU's role in Tulsa
- Readily identifiable campus signage system
- Serve as the institution of choice for Tulsa Community College students and other transfer students
- Recognized as the "crown jewel" in the Tulsa community
- 50 percent increase of external constituents utilizing the Conference Center
- 5,000 guests will visit the campus annually
- Partnerships with local public schools strengthening OSU-Tulsa's urban mission
- Partner in the re-development of downtown Tulsa and the historic Greenwood and Brady Heights areas

Objectives:

Objective 1.1: Implement an integrated marketing communications plan for OSU-Tulsa that complements and enhances the image of a nationally recognized university system.

Strategies:

- An integrated marketing plan will be created.
- The connection between OSU's Tulsa and Stillwater campuses will be promoted.
- We will develop and maintain consistent marketing messages and images for use in all units.
- Processes will be developed to ensure consistency of all marketing materials on campus.
- OSU's role as a research institution in the Tulsa region will be promoted.
- Promotional marketing campaigns will be developed to showcase OSU-Tulsa and successful faculty, staff, students and alumni who are "Achieving Greatness."
- The OSU-Tulsa web site will be redesigned to be consistent with the new OSU System web site design.

Objective 1.2: We will maintain and enhance positive relationships with area media to increase awareness of OSU in Tulsa.

Strategies:

- We will cultivate relationships with area media representatives, including the Tulsa World, Oklahoma Eagle, The Daily Oklahoman, Neighbor Newspapers, The Daily O'Collegian, Stillwater NewsPress, Hispano de Tulsa, Greater Tulsa Reporter, Urban Tulsa, Native American Times, Tulsa People, Oklahoma magazine, local radio stations, television stations, Cox Communications and more.
- We will work with all campus units to develop marketing plans to promote their services and accomplishments to students, faculty, staff, alumni, the media and/or other appropriate audiences.
- An on-going, year-round presence will be developed in all major media outlets.
- Newsworthy and reliable information will be provided to area media.
- Strategic partnerships will be developed with area media.
- Alliances will be formed with area media to co-sponsor or host events.
- We will collaborate with the Oklahoma State Regents for Higher Education on statewide marketing and communications initiatives.
- Faculty and staff awareness of the importance of good media relations and procedures will be increased.

Objective 1.3: Develop a marketing initiative to promote awareness of the Advanced Technology Research Center among internal and external constituents.

Strategies:

- A series of feature stories will be created surrounding the specific technological and research initiatives that will be housed in the facility.
- A groundbreaking ceremony will be planned and promoted.
- Tours of the facility will be implemented as it is being completed.
- A virtual tour of the facility to track its completion will be on the OSU-Tulsa web site.
- A dedication ceremony and open house will be planned and promoted.

Objective 1.4: We will enhance the image of OSU in Tulsa by promoting the physical attractiveness and visibility of the campus.

Strategies:

- OSU-Tulsa's new front door – the proposed visible presence on Stand Pipe Hill, the hillside between Detroit Avenue and Cincinnati Avenue currently at the west edge of campus—will be promoted to internal and external audiences.
- In partnership with the City of Tulsa, we will assist Facilities Administration by promoting the proposed restructured ingress and egress from OSU-Tulsa.

- In partnership with Facilities Administration and the Signage Committee, we will collaborate with Langston University on signage issues directing traffic to their new facility.
- In partnership with Facilities Administration and the Signage Committee, we will help create a signage system to ensure signage for the ATRC and future buildings will be consistent.

Objective 1.5: Partnerships will be formed throughout the OSU System and external constituents to help leverage university marketing and communications resources.

Strategies:

- Key areas will be identified where collaboration can maximize the use of resources.
- The new University Calendar will be implemented to provide information to visitors, faculty, staff, students and alumni when they are on campuses and via the web.
- We will partner with Information Technology to identify applications where strategically placed kiosks would facilitate service to visitors, faculty, staff, students and alumni.
- Opportunities and pricing structures will be developed for internal and external constituents to advertise in appropriate OSU-Tulsa publications, events and venues.
- We will work with University Printing to develop strategies to better serve the branch campuses.
- We will collaborate with the other OSU campuses in designing and implementing the new System web site and guidelines for campus usage.

Objective 1.6: We will develop and maintain positive relationships between OSU agencies, including the OSU Foundation and the OSU Alumni Association.

Strategies:

- Marketing and public relations will be provided to support the OSU Foundation in its Tulsa initiatives, including media coverage, publications and web services.
- A strong relationship with the OSU Alumni Association will be developed.
- We will enhance communication with the OSU Foundation and the OSU Alumni Association to maximize image enhancement initiatives and to coordinate community events.
- We will collaborate with the Alumni Association to implement “Senior Week” at OSU-Tulsa.
- OSU Ring Sales will be promoted to develop sufficient interest to host the first OSU-Tulsa Ring Ceremony.
- We will work with the OSU Alumni Association to develop a continual presence on the OSU-Tulsa campus.
- We will assist Cooperative Extension in promoting the development of the Oklahoma Centennial Botanical Gardens, as appropriate.

Objective 1.7: We will enhance Oklahoma State University pride on the Tulsa campus through celebrative traditions.

Strategies:

- A process and implementation of an “Achieving Greatness” award will be created for faculty, staff and students for their outstanding accomplishments.
- A sense of OSU pride throughout the Tulsa community will be created through the continued development and promotion of Operation Orange to internal and external constituents.
- We will develop special activities and recognition for Orange Fridays, including student organizations, faculty, staff and alumni, until we are “100 percent Orange.”
- We will publish and promote OSU traditions on the web, in publications and at events.

Objective 1.8: The future role and function of OSU-Tulsa in the urban area will be defined.

Strategies:

- Key segments of the community will be identified where OSU can play a major role in setting future policy or lead in economic development.
- We will promote OSU-Tulsa’s involvement in the re-development of downtown Tulsa and the historic Greenwood and Brady Heights areas.
- We will determine what faculty and staff resources are most appropriate to create synergy in the identified areas.
- Specific marketing plans will be developed to utilize those resources to enhance OSU’s presence.
- Activities will be developed for OSU-Tulsa’s involvement with our 3 Adopt-a-Schools: Academy Central, Roosevelt Elementary and Tulsa School for Science and Technology.
- Strategies will be created and implemented to encourage student organizations to volunteer at OSU-Tulsa Adopt-a-Schools.

Objective 1.9: OSU-Tulsa will be a premier location for conferences, seminars and events.

Strategies:

- Five large community events will be hosted on campus annually, such as the Susan B. Komen Tulsa Race for the Cure and the Arts and Humanities Council’s week long Chautauqua.
- An OSU-Tulsa “signature” event will be developed.
- The OSU-Tulsa Conference Center will be marketed to area businesses and nonprofit organizations.
- An “events scheduling” software package will be implemented.
- We will identify companies in Tulsa that are prospective clients for the conference center.

- Partnerships with the Chamber of Commerce will be created to sponsor joint activities and conferences.
- We will create partnerships with Stillwater and CHS units to sponsor academic conferences and special events, such as the CHS Mini-Medical School at OSU-Tulsa.
- Promotional materials and strategies will be developed for the Conference Center, Center for Instructional Technologies and the Computer Labs to market campus facilities to external and internal constituencies.
- A virtual tour of the Conference Center will be created on the OSU-Tulsa web site.
- We will expand the Information Center to be a one-stop source for campus information for visitors, shuttle riders, faculty, staff, students and alumni.
- A “master” calendar for OSU-Tulsa events will be developed.

Objective 1.10: A marketing initiative will be developed to promote awareness among internal and external constituents for the proposed University Housing.

Strategies:

- A series of information sessions will be planned and promoted to keep area residents and the business community updated about campus expansion.
- Create a series of feature stories about the residential units and their impact on the development of OSU-Tulsa, surrounding neighborhoods and student enrollment.
- A groundbreaking ceremony will be planned and promoted.
- Tours of the units will be implemented as they are being completed.
- A virtual tour of University Housing to track its completion will be created on the OSU-Tulsa web site.
- A dedication ceremony and open house will be planned and promoted.
- Marketing and information materials will be developed to promote OSU-Tulsa as a residential campus and to promote living in University Housing.

Goal Two. In a strategic partnership with Tulsa Community College, make OSU-Tulsa the institution of choice in the Tulsa market.

Critical Success Factors:

- OSU-Tulsa enrollment will increase to 5,000 students
- Students who enroll at TCC under an OSU track will number 750
- Joint marketing initiatives between OSU and TCC will increase by 25%

Objectives:

Objective 2.1: In collaboration with area community colleges, we will develop and implement an integrated marketing plan to assist OSU-Tulsa in achieving enrollment of 5,000 students.

Strategies:

- We will identify a process for joint venturing market research for the Tulsa area with State Regents to identify educational program needs.
- We will identify specific educational product mixes that will be made available to the Tulsa market over the next 5 years.
- We will identify specific market segments within the 2-year colleges at TCC, OSU Okmulgee and Rogers State University.
- Specific messages and delivery mechanisms will be developed to reach the emerging market segments (print, billboard, electronic media).
- Opportunities will be created for the OSU message to be carried by faculty and staff to varied speaking engagements.

Objective 2.2: Marketing initiatives with Tulsa Community College will be implemented to ensure that TCC is the institution of choice for Tulsa area high school seniors.

Strategies:

- Joint branding of OSU-Tulsa and Tulsa Community College will be created.
- We will create identification for OSU as students enter TCC.
- We will market the OSU track with these students through student ID's, selling OSU products in the TCC bookstore, and OSU student organizations on the TCC campus.
- We will identify specific class offering times at TCC for the matching disciplines at OSU-Tulsa and market those same class times in the OSU schedule.
- Joint recruiting materials will be provided for OSU and TCC to be distributed to high school students.
- Joint degree plans will be created on the both TCC and OSU web sites.

Goal Three. Improve departmental services by fostering positive customer service and promoting professional development.

Critical Success Factors:

- 50% of full-time employees enrolled OSU leadership growth programs
- 2 opportunities for professional development programs each year
- Annual performance reviews for all employees
- Up-to-date job descriptions for all employees

Objectives:

Objective 3.1: We will work with Human Resources, professional organizations and state organizations to identify training opportunities for department employees.

Strategies:

- Cost-effective professional development activities will be identified.
- We will develop professional development plans as part of each employee's annual evaluation.

Objective 3.2: We will ensure staff is prepared to provide quality service in an appropriate structure.

Strategies:

- Annual reviews will be performed for all employees.
- We will review and modify job descriptions as needed.