

## MARKETING SERVICES

### Mission

Marketing Services advances the goals and aspirations of the University by providing leadership in branding and by influencing internal and external constituencies with carefully framed strategies and effective communications.

### Vision

Marketing Services will:

- Be a recognized leader in modeling best practices in integrated marketing;
- Exemplify quality customer service;
- Ensure that our brand achieves the defined goals and aspirations of the university;
- Be a catalyst for celebrating institutional achievement; and
- Position Oklahoma State University as a nationally-recognized, public university.

### 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: Branding - Develop and maintain a brand identity that reflects the image of a nationally-recognized university.**

### **Critical Success Factors/Assessments:**

- Publication guidelines
- Website guidelines
- Centralized marketing processes
- Standardized campus signs, banners, name badges, lapel pins, etc.
- Press kit
- Website design and content

### **Objectives:**

**Objective 1.1:** Provide direction for the design of campus publications and websites.

#### Strategies:

- Update and distribute publications and website design guidelines.
- Develop unified look for signage, banners, name badges, stationary, logos, lapel pins, etc.
- Develop annual production schedules for clients.
- Establish criteria for quality control of publications for adherence to university branding goals and design standards.
- Offer in-shop design workshops for faculty and staff.

**Objective 1.3:** Develop strategies for improving relations with media and enhancing our ability to place stories.

#### Strategies:

- Develop a semester-based plan that includes all major events that have media potential.
- Develop an OSU media relations website.
- Send *OSU Headlines* to major media outlets each week.
- Develop a process to exchange news information and stories between the OSU System campuses.

**Objective 1.4:** Implement policies and procedures for standardizing all marketing functions.

#### Strategies:

- Develop administrative charges and operational procedures for the marketing councils.

- Develop administrative policies and procedures defining the role of the marketing group for the OSU campus.

**Objective 1.5:** Insure that OSU branding activities are appropriate and being followed.

Strategies:

- Conduct research to identify key marketing messages that appropriately position the university.
- Conduct ongoing research to assess the effectiveness of marketing activities.
- Implement oversight strategies to insure adherence to the university brand and image.

**Goal Two: Infrastructure - Create an effective infrastructure that ensures a consistent image and provides for the delivery of quality and timely services.**

**Critical Success Factors/Assessments:**

- 90% customer satisfaction
- One professional development opportunity for all employees annually
- Job descriptions for all employees
- Current organizational charts for all units
- Annual performance reviews for all employees
- Position manuals for each employee
- Websites for each unit
- E-business solutions for clients
- Relocate Creative Services to Public Information Building
- Two customer service representatives
- Incorporate technology
- \$500,000 increase in marketing budget

**Objectives:**

**Objective 2.1:** Create and implement methods for improving customer satisfaction.

Strategies:

- Develop a divisional customer survey that measures client satisfaction with all parts of the marketing group.
- Develop survey tools to measure the effectiveness of specific publications or initiatives.
- Establish a student/staff advisory group.
- Add customer service/sales staff.

**Objective 2.2:** Implement a professional development program for all employees.

Strategies:

- Provide financial resources for one professional development opportunity for all staff annually.

**Objective 2.3:** Implement effective methods for evaluating staff performance.

Strategies:

- All employees will have current position descriptions on file.
- All employees will develop a position manual.
- All employees will have an annual performance evaluation with their supervisor.
- Current organizational charts will be maintained.

**Objective 2.4:** Improve efficiency and productivity by evaluating the current administrative structure.

Strategies:

- Conduct an administrative review of the units and restructure as needed.
- Consolidate all units involved with publication design in the same building.
- Add one staff position for web design and content management.

**Goal Three: Planning - Establish and maintain an institutional culture that embraces the concept of integrated marketing and its impact on institutional success.**

**Critical Success Factors/Assessments:**

- OSU-Stillwater Marketing Plan
- OSU System Marketing Plan

**Objectives:**

**Objective 3.1:** Provide leadership developing and implementing an integrated marketing plan for OSU-Stillwater and the OSU System.

Strategies:

- Establish marketing councils for OSU-Stillwater and the OSU System.
- Establish a marketing advisory board to tap the expertise of OSU alumni.
- Establish a budget for implementing the marketing plan.

**Objective 3.2:** Maintain a strong partnership with the Foundation and Alumni Association.

Strategies:

- Conduct regular meetings with the Foundation and Alumni Association.

**Objective 3.3:** Provide instructional training to the campus and system on marketing functions.

Strategies:

- Provide campus and system workshops to define marketing functions and explain the plan.

**Goal Four: Leadership - Be recognized as a leader in advancing and promoting the university.**

**Critical Success Factors/Assessments:**

- Accurate and timely content management of OSU website
- Four 30-second commercials for NCAA spots per year
- HSCR Recruitment video/DVD
- HSCR suite of recruitment publications
- Student Affairs recruitment brochure
- Annual OSU Facts brochure
- KOSU advertisements
- 3-D campus map (electronic and printed)
- Web virtual tour
- Four web-cameras for homepage
- OSU-Stillwater Marketing Council
- OSU System Marketing Council
- OSU System Marketing Advisory Board

**Objectives:**

**Objective 4.1:** Establish a marketing structure to develop and promote OSU-Stillwater and the OSU System.

Strategies:

- Establish OSU-Stillwater Marketing Council
- Establish OSU System Marketing Council
- Establish OSU System Marketing Advisory Board

**Objective 4.2:** Implement system-wide marketing initiatives.

Strategies:

- Develop innovative publications that meet institutional needs.
- Develop and maintain design and content for OSU website.

**Objective 4.3:** Have Marketing Services departments that are recognized in their particular industry.

Strategies:

- Develop award-winning publications and news stories.
- Have staff involved at the leadership level in regional and national professional organizations.
- Have staff regularly presenting at regional and national conferences.

**Goal Five: Diversity - Demonstrate a commitment to diversity in all that we do.**

**Critical Success Factors/Assessments:**

- Diversity training for all staff members.
- Diverse candidates produced in all divisional job searches.
- Diversity celebrated in all divisional publications and websites.

**Objective 5.1:** Recruit and retain a more diverse staff.

Strategies:

- Develop a plan to insure all searches produce qualified diverse candidates.
- Insure that compensation, technical support and professional development opportunities are sufficient to attract and retain diverse employees.
- Working with the Vice President for Diversity, develop a database of prospective employees for key leadership positions within the division.

**Objective 5.2:** Increase staff appreciation for and understanding of diversity.

Strategies:

- Provide seminar/training opportunities for all staff.
- Provide written materials to staff and discuss at staff meetings.
- Demonstrate an appreciation for major events or holidays that hold significance for diverse employees.

**Objective 5.3:** Insure that our commitment to diversity is evident in all divisional websites and publications.

Strategies:

- Review all websites and publications to insure that diversity is celebrated.