

PUBLICATIONS

Mission

Publications advances the goals and aspirations of the university through publications, advertising and web presence that influence internal and external constituencies.

Vision

Publications will:

- Be a catalyst for celebrating institutional and alumni achievement;
- Be a recognized leader in implementing integrated marketing;
- Be a recognized leader in providing quality customer service;
- Be an effective voice for articulating institutional messages and conveying the University Brand; and
- Develop award winning products and publications;

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 - Advance a brand identity that effectively reflects the image of a nationally recognized university.

Critical Success Factors:

- 100% of publications will adhere to University brand requirements
- Implement an evaluation process of publications and web presence produced through Communications

Objectives:

Objective 1.1: Produce publications that reflect university goals and are recognized in the industry.

Strategies:

- Publications manager, in union with editors, will review publications to ensure that content supports university goals and produces a uniform message.
- Create and maintain close communication with top-level leader (an e-group member) in order to convey timely information in publications, ads and web site.
- Ensure recognition that university is cognizant of national trends in utilizing/managing resources and partnerships.
- Showcase university's success in using strategic planning techniques and reaching goals.
- Include stories on Research Park, new business opportunities, etc.
- Content should focus on award-winning faculty, sports awards, student awards, outstanding programs to illustrate OSU's prominence among peer in all categories.

Objective 1.2: Increase the distribution for publications to expand university awareness.

Strategies:

- Conduct research to survey effectiveness of distribution methods.
- Identify additional audiences, particularly at the undergraduate level.
- OSU Mag to go to STAT (Student Today, Alumni Tomorrow) – 2000-3000 copies.
- Unit mags to go to unit's student group presidents.
- Faculty to get copies of unit mags (college unit approval needed).
- System campuses to get copies of unit mags (college unit approval needed).
- Extension offices – get copies of both OSU mag and unit mags(college unit approval needed).

- Alumni chapters get OSU mag.
- Investigate other avenues for distribution; implement.
- Develop budget & plan to publish Parents Newsletter (hard copy).

Objective 1.3: Establish an effective web presence.

Strategies:

- Add student success stories to web.
- Determine and implement an effective manner to advertise the web site services.
- Digital versions of all key publications will be on web within two issues of publication; this will be promoted in each publication.
- Publications unit will set up a web site.
- OSU Today Page will list publications and other communication resources on line on a monthly basis.

Objective 1.4: Develop a marketing/advertising plan.

Strategies:

- A marketing/advertising plan will be developed on an annual as with a 5-year forecast. All actions will be based on university goals.
- All publications, ads and web presentations will present specific messages to specific audiences.
- Each magazine will feature 1-3 stories focused on undergraduate academic achievements – at least 1 in every publication.
- Set up a system of production and release of student success stories to community (hometowns) to local papers.
- Incorporate system wide stories in order to build institutional cohesiveness.
- Include photos and/or stories of minority groups/disabled individuals in each publication. There should be a minimum of 1 story per publication issue.
- Include information about events of cultural diversity.
- Actively recruit minorities with “Here’s what’s Available for You @ OSU” stories.

Objective 1.5: Implement a process for evaluating all publications.

Strategies:

- All publications will undergo an annual evaluation process by surveying their clients.
- A marketing/advertising evaluation will be done on an annual basis, based information from enrollment numbers, focus groups and phone surveys. Other methods may also be employed.
- Gain feedback by surveying audiences, through focus groups.
- Keep a tally of the number of stories per issue and ad that relate to student success.

Goal Two: Infrastructure - Create an effective departmental infrastructure to provide an environment of quality, timeliness and accountability.

Critical Success Factors:

- Production schedule for publications, advertising and web activities
- Unit members to participate in two professional training opportunities annually
- Increase productivity 5% per year

Objectives:

Objective 2.1: Develop a production plan and schedule.

Strategies:

- Publications Manager, with assistance from unit, will coordinate the unit's activities and post on a central schedule that is accessible to all.
- There will be an annual review of the production schedule for evaluation. A report on the evaluation will forward to the AVP/Communication Services.

Objective 2.2: Provide necessary personnel to meet institutional needs.

Strategies:

- Expand the to include a photographer, 2 plus writers, 2 plus designers; students (work-study) for unit pubs - English or journalism major, web/design - graphic design major; administrative support.
- Funding must be provided for surveys necessary to evaluation readership of publications and effectiveness of marketing/advertising.
- Employ students from campus minority groups.

Objective 2.3: Professional Training.

Strategies:

- Professional opportunities for professional training and expand personnel's knowledge base.
- Maintain open communications with other Communications Services units
- Encourage activity in at least 1 professional organization.
- Provide opportunities for staff to remain current in their field of expertise.

Goal Three: Culture - Establish and maintain a departmental culture that embraces institutional success.

Critical Success Factors:

- Monthly unit meetings
- Meet 2 or more times each year with publications staff from system campuses

Objectives:

Objective 3.1: Build communications relationships for a more effective exchange of information.

Strategies:

- Coordinate regular frequent meetings with the News bureau unit for the purpose of information exchange.
- Schedule regular monthly meeting of the unit for the purposes of exchanging information, brainstorming and problem solving.
- Maintain a communication link with peers on system campuses publications unit; meeting a minimum of 2 times a year to exchange ideas.

Goal Four: Leadership - Be recognized as a leader in advancing and promoting the university's brand image.

Critical Success Factors:

- Guidelines for all advertising and marketing
- Style guidelines for the web and for publications

Objectives:

Objective 4.1: Create guidelines for unit functions.

Strategies:

- Write and distribute an OSU stylebook.
- Establish editorial styles that other departments can refer to for branding consistency.

Objective 4.2: Develop an oversight mechanism for adherence to policies and procedures.

Strategies:

- Publications unit must receive all news articles, news tips, advisories, internal communications from entire Communications Department in order to convey proper message /info to audiences.
- Actively solicit reaction to publications from alumni and donors thru e-mail or surveys.
- Set up system to track the number stories printed and reprinted.
- With the support of the higher administration, distribute through the OSU web site, a notification to the entire OSU System that publication/editorial styles have been established and must be followed by all.