

Departments or Office Dean's Office, Integrated Marketing Team

<p>Goal 4. Present a viable and positive image of the COE at EMU to the public and important constituencies.</p>

<p>Benchmark 2. Purposeful marketing, recruiting, and publicity/PR with audiences of faculty, current and potential students, community and professional partners, alumni, and the public at large.</p>
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Objective

3. Reach out to potential students, alumni, partners, and others using an integrated marketing approach.

Strategies

- a. Develop and execute integrated marketing - communications strategy across all social media/web platforms including the campus website, COE social media pages, and individual department social media pages/alumni groups.
 - 1) **FY20**
 - i. complete COE web page upgrade
 - 2) **FY 21-FY24:**
 - i. review web pages for current updates at least monthly
 - ii. review structure and page content annually and adjust as needed
 - iii. continue working the COE Integrated Marketing Plan on social media
- b. **FY20-FY24**
 - 1) Use analytics from COE web page and social media to tweak messaging and content, usability, desirability, and effectiveness and repeated monthly. Hire a doctoral student in the COE at an hourly basis to lead the COE marketing efforts
 - 2) Hire a graduate marketing student to coordinate the ongoing implementation of the marketing plan.
 - 3) Consider adding a marketing GA annually (each serving overlapping 2 year appointments)
 - 4) Hire other undergraduate and/or graduate students to do content development and photos/video development. Note the same person may hold multiple roles in a particular assignment.
 - i. Story writer(s)
 - ii. Videographer(s)
 - iii. Photographer(s)
 - 5) Develop impact report and/or COE Development newsletter to report back progress and happenings to COE alumni/donors each fall and spring.
 - 6)

Measurable Outcomes

- a. An integrated marketing plan is used and re-evaluated and adjusted at least annually.

- 1) **FY20-FY24:**

- i. Plan assessed, results interpreted and plan adjusted as needed

- 2) Monthly evidence of implementing the marketing plan.

- i. **FY20:**

- 1. Development of a standard report format and content. Review includes the quality and appropriateness of the content/photos/video to the College's image and vision.

- ii. **FY20-FY24:**

- 1. Monthly (or more often if needed) meetings of the IM team with data on implementation and effectiveness presented winter.
 - 2. Gather and submit to dean the information.

- b.

\$ needed

- 1) **\$1500 materials**

- 2) **\$8000** for GA worker

- 3) **\$14,000** Doc student coordinator (9 month) re-evaluate for summer if \$ available

Data Sources

- a. COE Integrated Marketing Plan.
- b. Meetings and reports by graduate student intern
- c. Report of progress on developing and posting new content.
- d. Data from social media analytics.

Persons responsible for Data

- a. Mike
- b. Dayna
- c. GA Intern A
- d. GA Intern B

Parked strategies and notes for later-year consideration