GOAL 11

Grow and diversify communication and marketing programs to help the University achieve premiere status

<table>
<thead>
<tr>
<th>Actions</th>
<th>Measurable Outcomes</th>
<th>Key</th>
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<tbody>
<tr>
<td>1. Develop an aggressive in-house federal program that increases university foundation, grant and research opportunities in Washington D.C</td>
<td>• Improved and expanded grant results from D.C. agencies and foundations to support University initiatives</td>
<td>UA</td>
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<td>2. Develop in-house capabilities to support campus marketing needs</td>
<td>• Significant reduction of campus dollars spent to outside agencies to develop marketing materials and increased efficiencies in meeting campus needs for marketing material in a timely manner</td>
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<td>3. Continue to develop in-house capabilities to develop and advance the university's social media program</td>
<td>• Well-developed social media program managed in-house that effectively uses social media to promote, market and educate constituents about the University</td>
<td>UA CH</td>
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<td>4. Work with the University Wed Re-Design Committee to develop and manage a centralized university calendar system</td>
<td>• An effective, up-to-date, comprehensive calendar that faculty, staff and students are aware of and serves as their primary resource for knowing about campus community activities and events</td>
<td>UA CH</td>
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<td>5. Conduct periodic market research to assist in determining the university's marketing strategies</td>
<td>• More effective communication strategies and efficient targeted marketing programs</td>
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<tr>
<td>6. Assume responsibility for university website content development and web/electronic communication strategies</td>
<td>- Increase communication in multiple media channels including videos, webcasts, and event recordings</td>
<td>UA CH</td>
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<td>7. Work with Public Safety Emergency Management department to improve the university’s emergency communication plan to be among the best in the country through a review of best practices</td>
<td>- Have one of the best emergency communication plans that has been tested and is understood by the campus community</td>
<td>UA AF</td>
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| 8. Communicate strategically with graduates to create and enhance affinity with the campus | - Increase e-newsletter open rate to 20%  
   - Increase participation in social media | UA |

**Goal 11 Comments**

#5 should be stronger and more broad about developing and supporting a robust, mature, marketing and communication strategy.

Had to promote communication, especially social media, if you disregard its intent. Be open. Left the censorship and “big brother knows best” mentality.

Good goal; but actually push it and PROVIDE SUPPORT – not just a rulebook as with the branding effort. Use interdepartmental collaboration to provide cohesive marketing.

Stop changing the campus logo, pick one and stick with it. #6 – I hope you still plan on working with IT on this “action”.

Goal #4 – Not that great of an idea. Emails are the way to get info. People won’t remember to go out to a calendar.

Social media has been proven effective when you give students a reason to follow them. For instance, open a random scholarship to all Facebook followers would help to increase awareness and increase your social media presence.
Agree – In house resources will always save dollars

I’m a SAHE grad student (graduating in May ’12) and I’m a videographer. I have a lot of experience in marketing as well as in social media. I feel that I have something to offer this university as far as achieving this goal. Thought I’d put my name “in the hat”. Thanks.

I’d like to see more specific measurable outcomes, with more clarity.

It seems like a lost of these actions would present great learning opps and experience for our students, especially in this job market. How about implementing a student internship program to develop more in-house capabilities?

Please make all web-based information accessible.

Focus on marketing to alumni – Go Jennifer!

Increasing the sense of UCCS community through marketing seems it would address actions identified under goal 11, while contributing to other goals. Let’s use strategic marketing to engage alumni and create a sense of community.

I agree with the idea of growing marketing programs, however, it should be done in a careful, sensitive manner. If done too aggressively, people/alumni are rather turned off than pulled in.

The “Reach Higher” radio campaign sounds like “Retire”…Oops!

Goal 11 #4 – don’t we already have a calendar? Why create a new one?

Continue to include Family Development Center in all campus communication. Remember FDC when early closures take place.

Goal 11 #3 – Need a social media specialist hired to have social media platforms and trainings – the point for all social media admins on campus

Action 2: Very much needed

Action #8: Develop strategies for graduates while they are in school, so affinities are developed and defined and contact info is collected early

UCCS is so beautiful, but the website does not display that. More video/photo than text. Look at CC’s webpage.

Confused on research opportunities in marketing in DC?
The website is not very user friendly and could use several improvements to help users navigate it more effectively.

It’s really hard when I often get any Alumni mailings, emails, etc, I’m asked to donate. It’s hard enough supporting my own family let alone think about supporting the campus with my $. Isn’t my loyalty, hard work, etc enough?

In-house marketing should definitely be in place at UCCS. I’m surprised it isn’t already in place. I am in need of a marketing department to help me design brochures and flyers right now for the MLS program at Beth-El.

I don’t understand #6. The entire UCCS site? What about IT?

Good Goal 11!

Campus calendar is horrible – needs to be a great goal

I like the focus on social media and web resources, this is greatly needed. We must streamline the process to bring market share to the university through CWES, registrations and certificate programs. Right now, this process turns people away.

Departments need more centralized support to effectively use web and social media for marketing (full time staff, IT help, etc)

We need better internal support for incorporating changes in marketing strategies, especially for small departments who don’t have staff who can dedicate to the marketing arena.

Need to have someone proof all UCCS’ pages (links work, spelling)

Love all of this!

Both internal and external communication would be greatly improved by a more user-friendly web design. We need to get rid of much outdated information and much useful information is buried too deep to find. Many office pages do not give building/room number info.

A communication policy, like mission and vision statements, should be established, so the chancellor doesn’t have to approve every colon and comma. Pam Shockley has performed nothing short of miracles here, and she doesn’t micromanage for the most part. But a detailed communication policy and more delegation of duties is a must if social media is to be addressed effectively. It all moves too fast to wait for chancellor’s approval.
There is too great a need for additional people with special expertise. A campus expecting to grow to proportions UCCS is anticipating needs actual trained marketing people. Dropping it all on University Relations won’t do the job in the long run. If money can’t be channeled in this direction, administrators better not expect the success of peer institutions with dedicated personnel.

Branding is ultimately intended to sell sweatshirts! The energy, effort and time devoted to bringing the campus in line to meet system standards is wasting resources that might be better devoted to CAMPUS concerns. Setting up rules is fine, but policing people and departments to follow them stretches campus personnel too far.

Increasing grant funding will be beneficial to all aspects of UCCS.

Don’t forget about the best marketing tool – referral, word-of-mouth, reputation. Provide travel funds for all faculty (+NTTF) to attend conferences. Truly invested students want to attend a college with a reputation that opens doors, where innovative research is being done, etc. People talk. (I’ve lived in CO for 15 years and didn’t know UCCS existed).

#2 – Increase of marketing great move – including our Accredited Early Childhood Facility located on campus!

#7 works hand in hand with #2 – increasing all safety procedures and awareness for students, their families (particularly children) a parent’s #1 concern – SAFETY

Aggressive approach to funding opportunities will definitely support growth initiatives.

In house social media needs to be flexible enough to allow for individual creativity but in-depth training and focus sessions should be offered.

Marketing materials need to be competitive with outside bids.

The website is more than marketing.

Encourage a strong, welcoming and collaborative environment for our community as a means of spreading the UCCS word.

Love the idea of ONE comprehensive calendar for campus academic dates as well as activities.

Additional website support is needed at the college and department levels to enhance effective marketing. 😊
Engage faculty to be more involved in Alumni Relations. Faculty can really help build community – sometimes more effectively than administrators. Make this part of the T&P process.

Action #3: Develop social media

- Full time social media manager
- Social media committee with all social media managers
- Full training for faculty and staff

Action #4: Calendar

- New calendar
- Easily exportable
- Require URL

Action #5: “Assist in determining marketing strategy” – assist who? “Build” or “improve” is better. Should read – “continually improve marketing strategy”

In-house capabilities to support marketing needs

- Dedicated marketing office
- Website out of IT and into marketing
- Social media
- Community relations

Action #6: Need to make sure web content/structure is run through the marketing department

Can you be more specific about the web on campus? Clarify goals #4 and #6.

I think developing in-house marketing capabilities and support makes fiscal sense, but it will be important to gain an outside perspective from time to time to make sure we are in touch with changing demographics.

Action #8 – Develop Office of Graduate Studies and Re-Entry Students

Goal 11 – Very important

Action #1 – Develop center for Pre-Collegiate and Trio programs – federal funds

#6 and #7 – Who assumes responsibility? Who works with Public Safety?

More hands-on help to assist with websites and social media. Suggestion: Make LAS visual resources director full time.

The centralized calendar is a good idea. Can it update on existing software?
Increase alum outreach efforts.

Action #2:  In-house marketing needs – Need in-house marketing department. Under marketing department:

- PR/Media Affairs
- Web Services
- Design
- Community Relations
- Social Media
- Video Team

Action #1: Social media part of emergency response. Text alerts accurate and to the point.