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Missouri
State
UNIVERSITY

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Key Research Findings

- Key strengths include location, campus offerings, facilities, and value
- Traditions and school spirit are areas to improve
- Website and digital communication was reviewed positively, but many would like to see an increase in MSU's web utilization
- Results validate messages as a strong basis for future MSU communications efforts

Goals

- ❑ Redefine meaning of tagline in a way that elevates academic excellence along with key assets defined in research study
- ❑ Develop a strategy that will promote campus-wide propagation of “Follow Your Passion. Find Your Place.” tagline
- ❑ Develop a strategy to garner interdepartmental support for the tagline and achieve cohesive visual and written executions



Target Audiences

Recruitment

- Junior and senior high school students
- Parents of prospective high school students
- Prospective graduate students
- Prospective transfer students
- Adult students

Target Audiences *(continued)*

Branding

- Prospective students (all)
- Parents
- Current students
- Faculty (current and prospective)
- Staff (current and prospective)
- Alumni
- General public



SWOT Analysis

Strengths

- Location
- Campus offerings and facilities
- Affordability and value

Weaknesses

- Brand and national identity
- School spirit and traditions
- Athletics



SWOT Analysis *(continued)*

Opportunities

- Variety of programs with regional and national reputation in all colleges
- Key programs that can provide credible claims to innovation
- Majority of classes taught by faculty, not teaching assistants
- Long tradition as an institution that prepares educators
- Personal atmosphere, but large enough to offer a wide variety of opportunities
- Student-to-professor ratio
- Advisement centers
- Internship program
- STEM Institute

SWOT Analysis *(continued)*

Opportunities (continued)

- A relatively high percentage of research conducted by undergraduate students in select colleges
- Build-your-own-major opportunities
- Unique study-away program
- Living and learning communities
- Proximity to respective feeder markets
- Dedicated corporate relationship specialists
- Existing large recruitment event format
- Unique out-of-the-classroom opportunities in key programs (field school, emergency management class, study abroad)

SWOT Analysis *(continued)*

Opportunities *(continued)*

- Programs available completely online
- 90 percent of faculty members have a Ph.D.
- 78 percent of students receive some type of financial aid
- Availability of academic assistance for nontraditional students
- A wide variety of accredited academic programs in most colleges



SWOT Analysis *(continued)*

Threats

- Lack of pride and participation in athletic events
- Lack of Ph.D. programs
- Lack of research opportunities in a few programs with research needs
- Campus diversity
- Students in certain programs do not take advantage of internship opportunities
- Lack of cohesiveness and uniformity in decentralized communication strategy
- Multiple alternative taglines for colleges and specific programs
- A saturated market for graduate programs within MSU's area

Branding

Rejuvenate the Brand

- Appoint an advisory committee
- Recruit design professionals
- Develop a short survey to gather preliminary input
- Develop a creative brief
- Create a word farm
- Develop layout options

Conduct Qualitative Research





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The possibilities are endless.

Dream big. Because we're here to help you achieve your goals. With a learning environment that has a 19:1 student to teacher ratio, and a study away program that allows you to experience your field of study in a foreign country. Your future is waiting. And we're ready to help you grab it. Apply now at MISSOURISTATE.EDU

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Concepts

Messaging

- Share the origin of the brand
- Redefine “Follow Your Passion. Find Your Place.”
- Build the brand through the success of academic programs
- Tagline consistency



Propagation

Rollout of Final Product

- Hold a campus-wide presentation
- Discuss different concepts and feedback received
- Showcase final product and different executions
- Present overall marketing tactics
- Discuss how the university will work with different departments to develop unique products for each within the brand
- Outline what tools will be used to measure effectiveness

Access to Day-to-Day Brand Needs

- Stay true to brand image developed from community input
- Secure support of senior leadership for propagation strategy
- Hold marketing workshops
- Develop templates that offer more opportunities for individuality
- Each department should have input on the development of a unique look that represents it
- Provide templates that are easy to use by people with basic design experience

Day-to-Day Brand Needs (continued)

- Provide a reasonable timeline for the transition process
- Offer the opportunity for one-on-one meetings
- Consider adding a brand manager to coordinate this process

Grow the Brand Organically

- Create a propagation plan
- Maintain branded content on social media via Facebook, Twitter and YouTube
- Establish “Story of the Month” contest
- Participate in direct fan/follower engagement
- Promote a guess-the-location photo contest on Instagram and Facebook
- Launch “Department Focus” feature on Facebook and Instagram



Grow the Brand Organically *(continued)*

- Host regular Twitter chats using hashtags like #AskMSU
- Explore increasing the use of webcasting campus activities
- Launch and promote contest, motivate departments to highlight student and alumni stories
- Verify new brand is represented on facilities around campus
- Assess that new brand is reflected in print, Web, video, electronic media, as well as public events



Paid Media

The fiscal year 2015 plan will seek to increase freshman enrollment at MSU.

We recommend centralized media buy to reach the target audience as efficiently and effectively as possible.



Key Targets

- Teens 13-17 and adults 18-54
- Southwest Missouri
 - Springfield and Joplin
- St. Louis
- These markets have historically made up the majority of freshman enrollment (59%)
- Kansas City



Radio

Generates mass reach and frequency of message

- ❑ Will run in three markets
 - Springfield, Joplin, and St. Louis
- ❑ Starting mid-October through March in two-week flights.
- ❑ Current Nielsen Audio ratings data will be used to select stations

Online and Mobile

Increases frequency of exposure, and reaches the audience while they are searching for information online.

Geographically targeted to teens 13-17 in the following markets:

- Springfield
- Joplin
- St. Louis
- Kansas City



Streaming Radio

- ❑ Internet radio accounts for 23% of average weekly music listening time for the 13-35-year-old demographic
- ❑ Specifically, Pandora Internet radio is the most popular streaming music service among teens and young adults with a 39% share of online music listeners between the ages of 13 and 35
- ❑ Pandora “audio everywhere” enables us to repurpose our radio spots for online and mobile Pandora listeners
- ❑ We are also able to pair the audio component with the visual of a banner ad on both platforms

Streaming Radio *(continued)*

Pandora allows us to include the Kansas City market in our media coverage as well as supplement the radio buy in Springfield, Joplin, and St. Louis.

	4Q14												1Q15									10/31/13					
	October				November				December				January			February			March			Total					
	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	Imps/Units
ONLINE																											
Teens 13-17																											
Pandora (online and mobile - audio and banner)																											
Joplin	50,000				50,000				50,000				50,000			50,000			50,000			300,000	\$4,235				
Springfield	75,000				75,000				75,000				75,000			75,000			75,000			450,000	\$6,353				
St. Louis	150,000				150,000				150,000				150,000			150,000			150,000			900,000	\$12,706				
Kansas City	200,000				200,000				200,000				200,000			200,000			200,000			1,200,000	\$16,941				
																							\$40,235				



Out-of-Home

Serves as a cost-efficient reminder medium to radio and online.

The 12 outdoor boards currently advertising MSU throughout the state of Missouri will remain up throughout the year reaching all the in-state and through-traffic with the MSU recruitment message.

	4Q14												1Q15												10/31/13			
	October				November				December				January				February				March				Total			
	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	Imps/Units	Cost
OUT-OF-HOME																												
DDI - 3 locations on I-44																											12	\$19,059
DDI I-70 @ Page Blvd																											13	\$14,529
Porlier - 7 locations																											12	\$51,059
Watkins - National Ave																											12	\$9,416
																												\$94,064



In regard to television advertising ...

- ❑ Currently, we do not recommend TV for MSU
- ❑ At the existing media budget, this medium is cost-prohibitive, especially when considering expensive television markets like St. Louis and Kansas City
- ❑ Without an adequate presence, television placement would not have enough reach and frequency to generate an action or change perception

Additional Growth Opportunities

- Online programs
- Transfer students

Online Programs

Not surprisingly, the best fit to promote online programs is the Internet.

- Continue to use Google search (AdWords)
- Utilize an ad network to implement and manage the campaign by continually optimizing search terms



Online Programs *(continued)*

- Ad networks also allow locally targeted advertising placement on popular national sites and mobile apps instead of placement only on local websites
- We also recommend using dynamic creative such as pre-roll video in addition to banners
- Streaming audio such as Pandora will also reach heavy online users



Online Programs *(continued)*

Sample online strategies should budget become available:

- Option One: \$10,000 to \$20,000 - search advertising during two key periods
- Option Two: \$50,000 - search advertising and a minimal online presence on websites in target markets
- Option Three: \$100,000 - search advertising and an adequate presence on websites in target markets

Transfer Students

Although this audience receives the benefit of coverage from the recruitment media, it is a challenging group to target exclusively.

Given additional funds, we would recommend using out-of-home (billboard) advertising targeted within a few miles' radius of key feeder two-year colleges.

Creative messaging would need to be specific to the audience to be effective.

Guerilla Marketing

- School pride
- Unique academic programs



GAME BOARD FLOOR GRAPHIC

These floor graphics representing spaces on a board game will be placed in several malls in the area, inviting pedestrians to "follow" the path. Each space will feature an intriguing fact about MSU, such as 19:1 teacher/student ratio.

Concepts



PHOTO BOOTH

This photo booth is a fun and informational way to teach students about MSU's career possibilities. They can try on different hats that represent a career path. These photos can then be shared on social media sites like Facebook and Instagram. All they have to do is follow their passion at Missouri State.

Concepts



MIRROR CLING

Mirror clings in the shape of various occupational outfits will be placed on bathroom mirrors in schools. When stepping in front of one, it will look as though the person is wearing the outfit, picturing themselves in that occupation. Near the mirror cling will be a message about Follow Your Passion along with a hashtag, inviting people to snap a picture of themselves and post on social media.

Concepts



MOBILE BILLBOARD

The mobile billboard is a large billboard being pulled around the city on a truck. On the billboard will be FOLLOW YOUR PASSION with a call to action for onlookers to find out more about MSU.

Concepts



STICKERS AROUND TOWN

Large stickers will be placed on already-existing objects around the city with the stickers' messaging built around the subject of said object. For example, a sticker about MSU's art programs would be placed on or near a wall of graffiti with the headline IS THIS YOUR PASSION? Followed by a call to action.

Concepts

Bloggers

- Blogger Outreach Program: Reach out to bloggers in St. Louis and Kansas City
- Student Bloggers: Recruit student bloggers for visual blogs

Recruitment Events

- ❑ Showcase: Increase number of events
- ❑ Campus Tours:
 - Augmented reality
 - Social media integration
 - Integrated talking points

Publications

- Communications committee
- Large-imagery-less-copy format
- Providing the right visuals
- Build academic reputation through colleges
- Provide facts, statistics and points of reference
- Websites



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2015-2016 UNDERGRADUATE ADMISSIONS GUIDE

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Concepts



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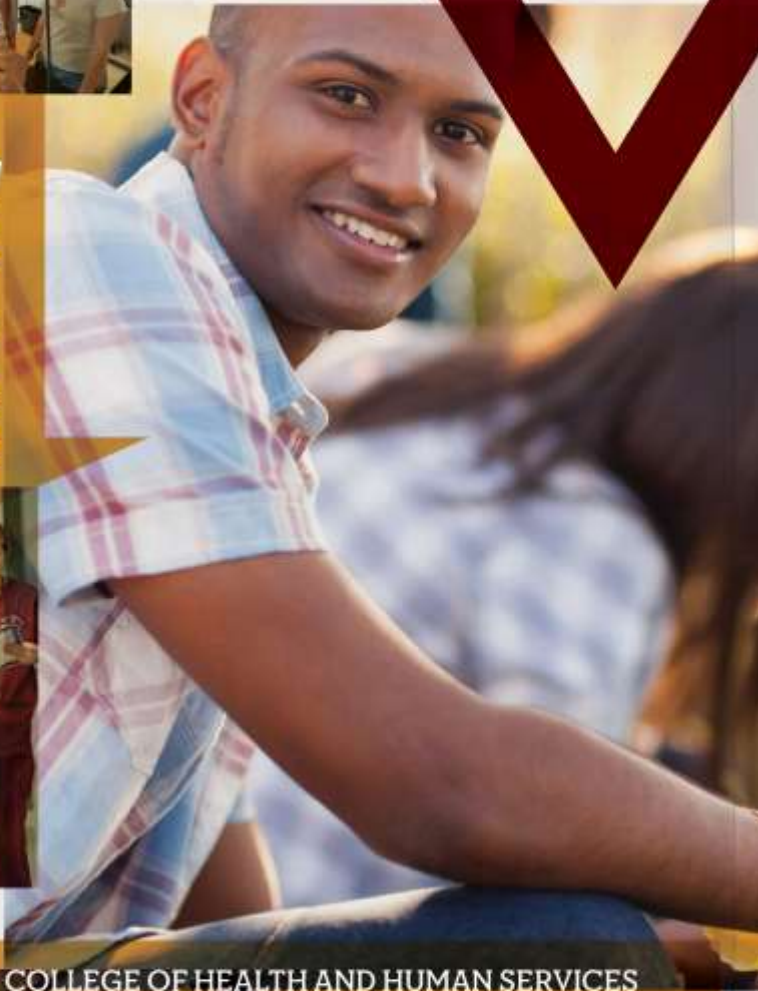
Create a future you can look forward to.

There's a lot going on at Missouri State University. From 185-plus undergraduate academic options to the countless number of extracurricular activities, you'll be introduced to a brand-new world of possibilities. Our goal is to prepare you for a future you can look forward to - both professionally and personally. So, take a look around - you may find your passion waiting here for you.





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COLLEGE OF HEALTH AND HUMAN SERVICES



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Concepts

Measuring Outcomes

Short-term outcomes: six months to a year

- Assemble marketing advisory committee
- Rejuvenate and redefine current brand identity
- Conduct qualitative research study to benchmark new brand assets
- Conduct campus-wide presentation sharing university's promotional strategy



Measuring Outcomes *(continued)*

Intermediate-term outcomes: one to two years

- Develop brand guide and templates
- Increase adoption rate of brand identity
- Assemble communications committee
- Start implementation of brand propagation strategy
- Start new paid-media strategy
- Implementation of guerrilla marketing ideas
- Recruit students and start student blogger program
- Implement recommendations for recruitment events and publications



Measuring Outcomes *(continued)*

Long-term outcomes: two plus years

- Increase new student enrollment in accordance with the university's enrollment management plan
- Conduct new research study to benchmark changes in brand awareness and perception
- Increase market share in key markets
- Increase level of engagement with alumni and donors
- Measure change in brand awareness of Missouri State University

College of Arts and Letters

☐ Taglines

- Join new university-wide branding effort
- Maintain current tagline as a headline or copy point

☐ Branding

- Currently, branding for the college is not consistent with university branding.
- Branding within each department is not consistent with current college branding.
- Following university branding guidelines would help the college achieve consistency within its own programs.
- College pride points have the correct format and should be shared with relevant departments to centralize messaging.

College of Arts and Letters (continued)

□ Publications

- Branding between college and program-specific publications is not consistent.
- Many publications are heavy on copy.
- Consider changing publication format to include more visuals (photography and infographics) and less copy.
- Utilize website as a tool to share detailed information on each program.

College of Arts and Letters (continued)

□ Websites

- Utilize website as a communication tool to share more detail, but avoid copy-heavy sites.
- Develop more video and photography-based content in order to provide more visuals and graphic content.
- Consider website as a brand extension of print publications.
- Try to maintain consistent brand elements from print pieces on the website, while maintaining a clean layout.
- Utilize short videos to share stories of students achieving far-reaching opportunities beyond the Missouri market

College of Arts and Letters (continued)

□ Social Media

- Utilize Facebook page to bridge distance and information gaps between students.
- Add more infographics on Facebook to help students learn important news at a glance and provide link for additional information.
- Utilize Twitter to promote student opportunities in a short format version
- Create a college-sponsored hashtag on Twitter to allow students to have direct access to college representatives.
- Develop a “communication tree” to facilitate gathering answers to questions submitted.

College of Business

□ Taglines

- Join new university-wide branding effort.
- Maintain current tagline as a headline or copy point.

□ Branding

- Branding is consistent throughout multiple platforms (publications, Web, video, and social media).
- Program websites need to be integrated as part of the brand.
- Graphic representation of the brand is very close to current university branding.
- The college keeps great records of student success stories. Target audience is interested in stories that match the “largest college of business in the Midwest” positioning statement (i.e., app development story).

College of Business (continued)

□ Branding (continued)

- The college of business currently promotes its living-and-learning community. Track retention and graduation rates for these students for an opportunity to promote focus on academic success.
- Promote more prominently the reputation and resources available at the advising center, especially when communicating with parents.

College of Business (continued)

□ Publications and Social Media

- The college of business consistency in branding and its integration with university image will be an asset during new branding process.
- Current publications successfully utilize infographics to communicate factoids.
- Utilize infographics to increase visual content presence on Facebook and other social media. This tactic will be valuable as prospective students start engaging with the college.
- Visual posts can also be used to communicate information to current students such as events, internship opportunities, and speaker series.
- Current publications are heavy on copy and could alienate casual readers.

College of Business (continued)

□ Publications and Social Media (continued)

- Switch to a format that has prominent visuals and less copy.
- The current student profiles are successful and provide a human story to the academic highlights. Consider including anecdotes and photography that also show the complete college experience, including campus life.

College of Business (continued)

☐ Publications and Social Media (continued)

- Increase social media presence on LinkedIn. This social media can be used to help students gain relevant connections.
- From a recruitment point of view, in September, LinkedIn opened its network to ages 14 and up. This social media can be used to connect with prospective students.
- LinkedIn can be used to reconnect with alumni by sharing success stories for the college and its students.
- LinkedIn can also be used to connect students and new graduates with alumni. These connections could result in internship and job opportunities.

College of Education

□ Branding

- Join new university-wide branding effort.
- Maintain current tagline as a headline or copy point.
- The college of education currently follows the university branding guidelines on printed pieces, so this consistency should be continued once a new brand is established.
- Work with new brand manager to develop a unique layout for the college that still fits within the brand.
- Current college and program websites are not consistent with printed pieces.

College of Education (continued)

□ Branding (continued)

- Current pride points provide an overview, but do not provide measurable success stories such as job placement rates, number of teachers in the public school system, or out-of-state school systems recruiting heavily from the college of education.
- Traditions were listed as a weakness for MSU. However, MSU's roots in education could provide the institution with a sense of tradition and legacy in academic excellence.



College of Education (continued)

□ Social Media

- Currently, the college of education utilizes YouTube to share stories. Stories are compelling, but the length should be shortened.
- Utilize Facebook to share tangible factoids about the college in a visual format.
- Facebook can also be utilized to maximize the number of views and shares for all videos.
- Video format is also a key asset to show human interest stories of students working in teaching environments.

College of Education (continued)

□ Key Opportunities

- Study-away opportunities are unique, and not typically available to education majors at many universities.
- As MSU increases efforts to recruit students from Kansas City and St. Louis, the college of education should heavily promote out-of-area student teaching placements.
- Gather data on out-of-state public school systems hiring MSU education graduates, and consider expanding recruitment efforts in those markets.



College of Health and Human Services

□ Branding

- Join new university-wide branding effort.
- The college of health and human services integrates current branding/tagline in materials.
- Moving forward, the college should embrace new branding strategy and implement it across available media.
- Work with brand manager on development of a design for the college's materials. New design should be unique and consistent.



College of Health and Human Services

(continued)

☐ Publications and Website

- Current publications provide heavy amounts of copy and visuals play a minimal role.
- This college offers academic programs with outstanding visuals which are currently underutilized.
- While accreditations and program details are important, most materials lack human story components.
- The current website is underutilized as it could include more content, especially more visual content such as video and photography.

College of Health and Human Services

(continued)

□ Social Media

- The new Facebook page should be used to share visual content.
- The content should concentrate on measurable facts through infographics and success stories through videos.
- When video is not available, consider using photography to tell the story since many academic programs offer impressive visuals set in state-of-the-art facilities.
- Utilize Facebook to communicate with current and prospective students, and to share college updates with alumni.

College of Health and Human Services

(continued)

□ Key Opportunities

- Living-and-learning communities are assets that can strengthen MSU's and the college's academic reputation.
- Living-and-learning communities in these areas of study are not common and should be promoted as a unique asset.
- Track retention and graduation rates of students attending living-and-learning community. This could showcase MSU's commitment to academic excellence.

College of Health and Human Services

(continued)

□ Key Opportunities

- MSU's study-away offerings are unique, and an asset for students in the health sciences. Consider developing a visual student blog that chronicles these experiences.
- Research potential out-of-state markets with health sciences program that lack four-year tracks or accelerated undergraduate/graduate-degree-completion programs.

College of Humanities and Public Affairs

☐ Taglines

- Join new university-wide branding effort.
- A few programs are utilizing different taglines. Current taglines can still be utilized, but transition them to headlines or copy points.

☐ Branding

- Currently, promotional elements for the college utilize university branding, but department-specific pieces are not consistent with college or university materials.
- Following university branding guidelines would help the college achieve consistency within its own programs.

College of Humanities and Public Affairs (continued)

□ Publications and Websites

- The printed publications available included important information, but were not consistent across the different programs.
- Most publications rely heavily on copy and do not take advantage of visuals.
- One of the key advantages for this college is the field school opportunities enjoyed by students. Those visuals could provide powerful images for print, video, and online.
- In addition to field school, many programs offer out-of-the-classroom experiences that are not being used to highlight unique learning environments.

College of Humanities and Public Affairs (continued)

❑ Social Media Opportunities

- Currently, social media is only utilized by a few programs.
- If access to professional photography or video is cost-or-resources prohibitive, social media could provide channel where photo and video captured with smartphones would be acceptable.
- By using social media, the college could showcase short student-produced videos or photo journals that showcase the total out-of-classroom experience offered by many programs.
- The college could choose a combination of the following social media sites to share their stories: Facebook, Twitter, Vine, Instagram, or Tumblr

College of Natural and Applied Sciences

□ Branding

- Join new university-wide branding effort.
- Currently, branding efforts for the college are consistent with university branding.
- Branding of printed pieces for each department is not consistent with the college or university.
- Some departments do an excellent job of consistently branding materials for all their programs.
- Following university branding guidelines would help the college achieve consistency within its own programs.
- Consistency among Web platforms in this college is successful and it follows the current university branding.

College of Natural and Applied Sciences

□ Promotional Materials

- This college has programs that offer impressive visuals.
- Current materials rely heavily on copy and underutilize the unique visuals aspects available.
- Materials within the geography program showcase good brand consistency skills, but are not part of the college or university branding.
- The Geotourism brochure has a successful image-to-copy ratio implementation.

College of Natural and Applied Sciences (continued)

□ Messaging

- The college is experiencing perception issues regarding undergraduate research opportunities. These perception issues are affecting student satisfaction.
- Review of information provided by the college demonstrates undergraduate research opportunities are available.
- Utilizing these measurable facts about this topic on promotional materials for prospective and current students will be a key selling point.

College of Natural and Applied Sciences (continued)

□ Social Media

- Utilize social media to share infographics, videos, and photography showcasing facts and visuals of undergraduate research opportunities.
- Hold Twitter chat/question sessions with current and future students where questions about undergraduate research can be answered.
- Post video and photo blogs on Facebook, Twitter, Vine, Instagram, or Tumblr journaling research projects or internships implemented by undergraduate students.
- Promote social media sites on printed and online materials.

College of Natural and Applied Sciences (continued)

□ Events and Promotion

- Create an official hashtag for Undergraduate Research Day and prominently display the hashtag at the event.
- Consider hosting a contest for the best photo or video from the event.
- Utilize hashtag on promotional materials for prospective students so they can experience content generated by current students.
- Heavy promotion of undergraduate research, internship opportunities, and acceptance rates into grad school programs could be the main competitive advantage between MSU and major competitors.

School of Agriculture (Continued)

□ Branding

- Join new university-wide branding effort.
- Currently, branding efforts for the school are not consistent with university branding.
- Branding of printed piece reviewed and Web presence are consistent within the college.
- Research shows great satisfaction among current student body.
- Key recommendations focus on increasing participation in events and awareness of programs with national and regional credentials.

School of Agriculture (continued)

□ Messaging

- The school has a wide variety of pride points that establish MSU's regional and national reach.
- Use the above factoids in a "Did You Know" poster campaign in high schools to promote the school of agriculture and drive attendance to school-hosted events.
- Motivate prospective students to follow the school on social media to increase communication levels and awareness of unique academic programs.
- Start including social media as one of the main communication tactics to interact with students and influencers.

School of Agriculture (Continued)

□ Social Media

- Currently, the school has an active social media presence that has a supportive, feel-good tone.
- Continue this tone, but pride points about the school must be part of the communication strategy in order to build the school's and university's academic reputation.



School of Agriculture (Continued)

□ Key Opportunities

- Promotion of the school's living-and-learning community should be part of all marketing materials.
- These communities elevate MSU's academic profile and offer a sense of tradition and community.
- Track retention and graduation rates of students attending living-and-learning community to demonstrate MSU's focus on academic excellence.
- The school's programs and facilities offer visuals that showcase unique learning environments. These visuals should be the highlight of any recruitment material.

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