

# University Marketing Highlights

Board of Governors Meeting – Thursday, May 16, 2013



## Fulfilling Our Promise: Long-Range Plan 2011-16

The marketing efforts are driven by the long-range plan, *Fulfilling Our Promise*. That plan charts a course for the University through 2016, identifying academic emphases, key areas of research, enrollment goals and mix, facility needs, funding challenges, staffing goals, and much more. There are specific targets and measures throughout the plan to help evaluate progress. Any discussion of marketing should begin with a review of that plan which may be found at [www.missouristate.edu/LongRangePlan/](http://www.missouristate.edu/LongRangePlan/)

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## Definitions, Principles, Messages

This document describes the foundation upon which the Marketing Council has approached marketing university-wide. You will see that much of the background materials focus on the "promotion" part of Marketing, but all four "P's" are equally crucial to a successful marketing effort. When it comes to recruiting and retaining students, the "P's" would include elements such as:

### Four P's of Higher Education Marketing

1. **Product** – academic programs and faculty, to facilities and student services, to even wireless capabilities across campus
2. **Price** – combination of cost and financial aid to get to a "best value"
3. **Place (delivery methods/locations, etc.)** – labs and residence halls, Springfield and Ozarks, new sites like the education center in Lebanon, and online opportunities
4. **Promotion** – publicity, advertising, social media, personal contacts, etc., as well as the related staffing that is required to accomplish it, such as the new Web and New Media position in the Alumni Office

### Three More P's for Emerging "Service Approach" to Marketing Higher Education

5. **Physical Evidence** – confirmation of what we have promoted in materials, at SOAR, etc.
6. **Processes** – customer-friendly, efficient, timely
7. **People** – key component of "relationship marketing," including faculty, staff, administrators, current students, residents of Springfield and the Ozarks. Thus the importance of the various ambassadors programs for students and staff, as well as the various recognition awards for community service, public affairs, etc.

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## Marketing Outline 2011-13

Each year, the Marketing Council updates this Marketing Outline. Given the Marketing Research, we made few changes from 2011-12 to 2011-13. This provides a framework for the various marketing initiatives that occur across campus on a daily basis. Especially note the brand statement and marketing messages since these were specifically tested in the research project. A copy of the outline may be found at [www.missouristate.edu/assets/UniversityRelations/MarketingOutline20112013.pdf](http://www.missouristate.edu/assets/UniversityRelations/MarketingOutline20112013.pdf)

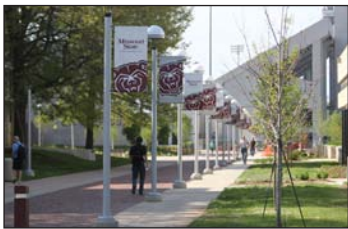
## St. Louis Profile Group – Work Plan 2013

For 2013, we are giving special attention to St. Louis, with the goal of raising the University's profile in a variety of ways. This is the work plan we are following for the year. A copy of the plan may be found at [www.missouristate.edu/assets/UniversityRelations/StLouisProfileGroupWorkPlan.pdf](http://www.missouristate.edu/assets/UniversityRelations/StLouisProfileGroupWorkPlan.pdf)

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### Campus Brand Identity

Over the past year, we have invested in an intentional effort to increase the brand identity of campus. The images below document examples. Larger copies of the photos may be viewed at [www.flickr.com/photos/missouristate/sets/72157633402506596/](http://www.flickr.com/photos/missouristate/sets/72157633402506596/)



Street/Campus Banners



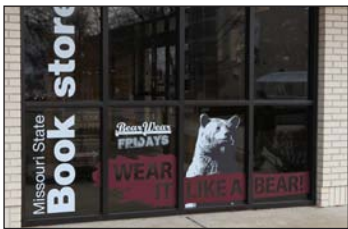
Brick Bear Head



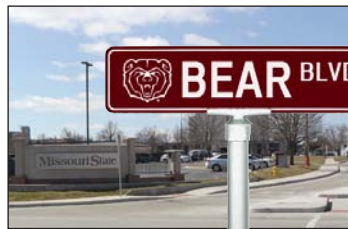
Gobo Light on PSU



Hutchens House Bear Head



Bookstore Window



New Bear Boulevard



New Campus Entrance



Bear Head in Residence Halls



Foster Recreation Center



Foster Recreation Center



Bear Head in Bears Den



Wayfinding Signage



Building Banners – Phase I

**FOLLOW YOUR PASSION. FIND YOUR PLACE.**

**MY PASSION:** Exploring cities around the globe

**MY PLACE:** Pick any spot on the map!

**WESTON ELAND**  
 Belmont State University  
 Belmont, 2010-11  
 Global studies and Middle Eastern studies major  
 Class of 2013, 2014  
 Photo © University of Tennessee

**AMBER CARR**  
 Missouri State University  
 Citizen Scholar, 2012-13  
 Broadcast Journalism major  
 Class of 2013  
 Photo: Steve Peltz, Mo.

**MY PASSION:** Creating exciting math curriculum for elementary and middle schools

**MY PLACE:** The Lutheran Student Center — where my parents met!

**MY PASSION:** Creating films and producing news stories

**MY PLACE:** Collaborating with my study group in a media production lab!

**FOLLOW YOUR PASSION. FIND YOUR PLACE.**

**MY PASSION:** Creating exciting math curriculum for elementary and middle schools

**MY PLACE:** The Lutheran Student Center — where my parents met!

**FOLLOW YOUR PASSION. FIND YOUR PLACE.**

**SARAH KRAMER**  
 General mathematics major,  
 Spanish minor  
 Class of 2013  
 Photo: MacKenzie, Mo.

**MY PASSION:** Becoming a doctor

**MY PLACE:** One, the library, and two, football games — I am the team videographer!

**ALEXANDRIA KILLION**  
 Biology major,  
 Pre-nursing  
 Class of 2015  
 Photo: Springfield, Mo.

**FOLLOW YOUR PASSION. FIND YOUR PLACE.**

**FOLLOW YOUR PASSION. FIND YOUR PLACE.**

**MY PASSION:** Running my own Web-based businesses

**MY PLACE:** Talking to corporate recruiters at College of Business events!

**REGHARAK CAMPBELL**  
 Department of Leadership Studies  
 Leadership major  
 Photo: Steve Peltz, Mo.

Building Banners – Phase II

## Billboards

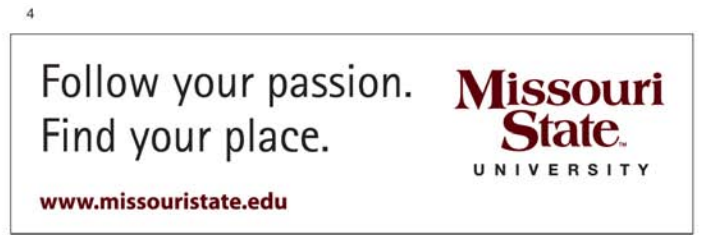
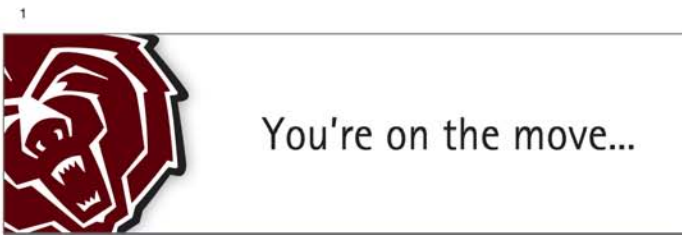
Over the past year, we have rented billboards across the state. For 2013-14, we are adding a couple more and relocating others. The 2013-14 billboard locations may be found on the map at this link <http://goo.gl/maps/cBd9z> You will see have plotted both the University-funded boards and those rented by Nelligan Sports Marketing. The artwork below shows examples of the billboards.



Student Profile



Missouri State Brand



Missouri State Brand (four in a row on I-70)



Athletics - Nelligan Sports Marketing

## Other Selected Initiatives

The photos below showcase various marketing initiatives from the past couple of years. Larger copies of the photos may be viewed at [www.flickr.com/photos/missouristate/sets/72157633387115089/](http://www.flickr.com/photos/missouristate/sets/72157633387115089/)



BearWear Fridays



Van Wraps



Rain Poncho Giveaway



T-shirt Giveaway for High School Student Groups



"Boomer Bear Concrete" at Andy's Frozen Custard



BearPass Card



College of Business Out-of-State Recruiting



Admissions Office Out-of-State Recruiting



Citizen Scholar Statue



PSU Bear Statue



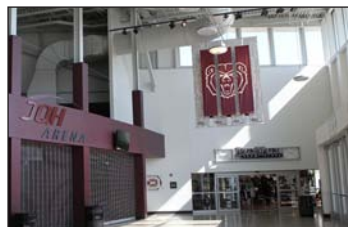
JQH Arena Bear Statue



JQH Arena Bear Statue



JQH Arena



JQH Arena



Bear Park South



Bear Park North



BearLine Shuttle



New Employee BearWear



Rappelling Tower

## Academic Websites

Over the past three years, we have successfully reviewed/revised/improved the academic websites. In that time, 33 sites have been updated, 11 are still in process, and 8 more are in the queue. Below are some selected websites:



Darr School of Agriculture  
[www.ag.missouristate.edu](http://www.ag.missouristate.edu)



Political Science  
[www.politicalscience.missouristate.edu](http://www.politicalscience.missouristate.edu)



Theatre and Dance  
[www.theatreanddance.missouristate.edu](http://www.theatreanddance.missouristate.edu)



School of Social Work  
[www.missouristate.edu/swk](http://www.missouristate.edu/swk)



Counseling, Leadership and Special Education  
[www.education.missouristate.edu/CLSE](http://www.education.missouristate.edu/CLSE)



School of Accountancy  
[www.missouristate.edu/soa](http://www.missouristate.edu/soa)



Media, Journalism and Film  
[www.mjf.missouristate.edu](http://www.mjf.missouristate.edu)



Master of Natural and Applied Sciences  
[www.cnas.missouristate.edu/mnas](http://www.cnas.missouristate.edu/mnas)



Biomedical Sciences  
[www.missouristate.edu/bms](http://www.missouristate.edu/bms)



Technology and Construction Management  
[www.build.missouristate.edu](http://www.build.missouristate.edu)



Religious Studies  
[www.missouristate.edu/relst](http://www.missouristate.edu/relst)



Childhood Education and Family Studies  
[www.education.missouristate.edu/cefs](http://www.education.missouristate.edu/cefs)

## Online Initiatives

There have been many other online initiatives to support marketing, including the following items:



Go Maroon  
<http://gomaroon.missouristate.edu/>



Gem in your Backyard  
(showcases local students)  
[www.missouristate.edu/studylocal](http://www.missouristate.edu/studylocal)



Maroonation Alumni  
Online Community  
[www.maroonation.missouristate.edu](http://www.maroonation.missouristate.edu)



Financial Aid  
Website Redesign  
[www.missouristate.edu/financialaid](http://www.missouristate.edu/financialaid)



Graduate College  
Website Redesign  
(goes live this summer)



Public Affairs Website  
Redesign, Promoting  
Signature Events  
(goes live June 1)



My Place at  
Missouri State  
[www.blogs.missouristate.edu/myplace](http://www.blogs.missouristate.edu/myplace)



Be Inspired  
(showcases quality faculty)  
[www.missouristate.edu/beinspired/](http://www.missouristate.edu/beinspired/)



Missouri State University  
Facebook  
[www.facebook.com/missouristateu](http://www.facebook.com/missouristateu)



Missouri State University  
Twitter  
[www.twitter.com/missouristate](http://www.twitter.com/missouristate)



Alumni Association  
Facebook  
[www.facebook.com/maroonation](http://www.facebook.com/maroonation)



















Alumni Association Twitter  
[www.twitter.com/maroonation](http://www.twitter.com/maroonation)



Future International  
Students Facebook  
[www.missouristate.edu/internationalfacebook](http://www.missouristate.edu/internationalfacebook)

# Facebook Outreach

Strategic ad placement in Facebook has helped Missouri State be able to target users by location, age, keywords and education. Below are examples of recent ad campaigns.

<p><b>Missouri State Alumni</b> secure.www.alumniconnections.com</p>  <p>Meet fellow Missouri State alums at the St. Louis MarooNation event Sept 20. RSVP online!</p>	<p><b>Experience Missouri State</b> missouristate.edu</p>  <p>Click here to register for Showcase, Missouri State's annual open house event on Oct. 13!</p>	<p><b>Experience Missouri State</b> missouristate.edu</p>  <p>Click here to register for Showcase, Missouri State's annual open house event on Oct. 13!</p>	<p><b>Experience Missouri State</b> missouristate.edu</p>  <p>Click here to register for Showcase, Missouri State's annual open house event on Oct. 13!</p>
<p><b>Missouri State Open House</b> missouristate.edu</p>  <p>Experience Missouri State University at Showcase Oct. 13. Click here to register today!</p>	<p><b>Missouri State University...</b></p>  <p>Interested in applying to Missouri State? Like us now to learn more!</p> <p>Like - 470 people like Missouri State University Admissions.</p>	<p><b>Missouri State University...</b></p>  <p>Interested in applying to Missouri State? Like us now to learn more!</p> <p>Like - 470 people like Missouri State University Admissions.</p>	<p><b>Missouri State University...</b></p>  <p>Interested in applying to Missouri State? Like us now to learn more!</p> <p>Like - 470 people like Missouri State University Admissions.</p>
<p><b>Missouri State Alumni</b> secure.www.alumniconnections.com</p>  <p>Meet fellow Missouri State alums at the St. Louis MarooNation event Sept 20. RSVP online!</p>	<p><b>Missouri State Alumni</b> secure.www.alumniconnections.com</p>  <p>Meet fellow Missouri State alums at the St. Louis MarooNation event Sept 20. RSVP online!</p>	<p><b>Missouri State Alumni</b> secure.www.alumniconnections.com</p>  <p>Meet fellow Missouri State alums at the Kansas City MarooNation event Sept 20. RSVP today!</p>	<p><b>Missouri State Alumni</b> secure.www.alumniconnections.com</p>  <p>Meet fellow Missouri State alums at the Kansas City MarooNation event Sept 20. RSVP today!</p>
<p><b>Missouri State Alumni</b> secure.www.alumniconnections.com</p>  <p>Meet fellow Missouri State alums at the Kansas City MarooNation event Sept 20. RSVP today!</p>	<p><b>Missouri State Open House</b> missouristate.edu</p>  <p>Experience Missouri State University at Showcase Oct. 13. Click here to register today!</p>	<p><b>Missouri State Open House</b> missouristate.edu</p>  <p>Experience Missouri State University at Showcase Oct. 13. Click here to register today!</p>	<p><b>Missouri State Open House</b> missouristate.edu</p>  <p>Experience Missouri State University at Showcase Oct. 13. Click here to register today!</p>