

# Missouri State University – Marketing Outline for 2011-13

## Brand Statement and Marketing Messages

- Fully implement the brand statement:  
**Follow your passion. Find your place.**
- Fully implement the marketing messages:
  - **Distinctive Mission, Remarkable Education**
  - **Affordable Choice, Unbeatable Value**
  - **Memorable Experiences, Lifetime Success**
- Toward that end, make full use of the Marketing Toolkit....located at:  
([www.missouristate.edu/marketingtoolkit](http://www.missouristate.edu/marketingtoolkit))
- Encourage units to use the branding tab design whenever possible

## University-Wide

- Continue to implement the long-range plan, including the brand statement, marketing messages, and many other key elements of the marketing plan
- Begin implementing specific marketing goals contained in the long-range plan
- Continue to promote and improve diversity through “Inclusive Excellence”
- Use “mission folders” for all meetings/conferences/etc. on campus
- Use “At-A-Glance” brochures whenever possible
- Continue to refresh and effectively use video boards at Plaster Sports Complex and JQH Arena
- Ensure that we are living up to the “push/pull” promise for students – push them to excel and pull them along when they have challenges

## Public Affairs Mission

- Develop compelling messages for public affairs mission
- Develop descriptions and examples/stories for each of the three elements of the public affairs mission
- Implement new public affairs initiatives identified in the new long-range plan
- Prepare to establish Public Affairs Hall of Fame for first induction class in Spring 2014
- In conjunction with the long-range plan, identify best ways to market the mission, both internally and externally

## New Students

- Assist/support admissions, adult student services, Missouri State Outreach, International Programs, Graduate College and others with their individual recruitment initiatives
- Utilize student success initiatives in recruiting....data will be provided
- Continue use of web/new media
- Adapt to changing communication styles of freshmen and tailor to them... including Campus Link and the First-Year Channel on MyMissouriState
- Use public affairs messages
- Identify/develop key selling points: strength of academic programs, acceptance rates into professional schools, names of graduate schools accepting Missouri State students, health services, career services, etc.
- Identify “triggering events” in the decision process and capitalize on them – for example, since there is a high correlation between campus visits and students enrolling, find ways to encourage more visits
- Encourage upward mobility and benefits of career preparedness through graduate work, especially highlighting the 25+ accelerated master’s degree options
- Continue initiative to involve alumni in recruiting of students
- More effectively communicate with visiting groups on campus, especially potential students – follow-up, mailing lists, giveaways, etc.
- Develop effective methods of recruiting at non-recruiting events on campus
- Focus on “benefits” rather than “features” when communicating with prospective students
- Highlight newly remodeled residence halls and new University Recreation Center in recruiting
- Feature “destination academic programs” as they are identified
- Effectively use digital signage and videos on campus

## Current Students

- Find ways to improve retention since it is easier and more cost-effective than recruiting a new one – example of “Relationship Marketing”
- Toward that end, work with the administrators and staff who have responsibility for strengthening the first year experience and improving retention
- Work with undergraduate and graduate advisors to publicize Accelerated Master’s programs to current MSU students.
- Find effective ways to support and retain growing number of transfer students
- Continue to effectively recruit Missouri State-West Plains students
- Examine best ways to use financial aid, residence life, campus services, etc. to help retain current students

## Change Culture for Long-Term

- Impress on the faculty, staff and administrators the importance of their role in providing a “total educational experience” for students
- Foster customer service approach across campus
- Find ways to combine enhanced technology and personal attention
- If it is continued, consider targeting Legacy Day as an opportunity for campus community to celebrate and show University pride
- Implement the “My Idea” program as recommended in the long-range plan
- Continue to promote and expand BearWear Fridays as a campus tradition
- Continue to improve Opening Week activities
- Continue to find ways to fully implement the “Follow your passion. Find your place.” brand statement
- Find ways to showcase the quality of the institution (for example, the Freshman Profile) for internal constituents

## Use of New Media

- Continue progress that has been made in use of new media
- Continue to implement plan to improve college/department web sites – including, but not limited to, improving messages and functionality – segmenting and personalizing messages....using the master calendar to promote events.....re-purposing content....using Facebook, Twitter, etc. – use these sites as models for recruitment and retention
- Market “Go Maroon!” and use Missouri State themed downloads, such as screensavers, mobile and desktop wallpaper, ring tones, etc.
- Find ways to make maximum use of content – examples: re-purpose videos and other content more effectively..... use links to content more effectively in e-mail and other communications....in short, “connect the dots”
- Continue to work on gathering/expanding/improving e-mail lists
- Effectively use Bear Txt system
- Look for emerging technologies, both for effective communication and for novelty
- Fully implement the new format and template of the top-level website across all University websites

## BearWear

- Continue and enhance BearWear Fridays on campus....expand into the community and with alumni
- Continue to work with CLC, Bookstore, Missouri State Licensing to increase volume of logo apparel sold/worn on campus, as well as in Springfield, southwest Missouri, Kansas City and St. Louis
- Encourage faculty/staff/administrators who give incentive gifts throughout the year to give BearWear products
- Continue practice of providing free logo apparel to new faculty and staff....providing free t-shirts to middle school and high school students....and distributing free rain ponchos to students on rainy days
- Use the Bear head and Missouri State logotype wherever and whenever possible

## New Ideas of Note

- Continue ideas from previous years:
  - Boomer Bear Concrete with Andy's Frozen Custard
  - use of 2-D bar code
  - signage in shuttle bus windows
  - distributing rain ponchos to current students
  - distributing t-shirts to high school students and visiting middle school students
  - giving each new employee a coupon for BearWear
  - promoting logo cell phone skins, University ring tones, University screen savers, electronic University scenes for posters, etc.
- Continue the new graduate-specific visit/tour program initiated by the Graduate College
- Continue using Boomer in the Ozarks to target younger audiences
- Effectively use the new electronic signage in the residence halls

## Parallel Marketing Efforts

- Comprehensive Campaign – Development and Alumni Relations leading....likely to complete, announce, celebrate
- Athletics – Department of Intercollegiate Athletics and Athletics Communications....in conjunction with Nelligan
- Associate Provost for Outreach – with new organization headed by new Associate Provost, this area will have renewed emphasis in the future
- On-Going Initiatives – including:
  - Development and Alumni Relations (social community, trips, special events, etc.)
  - Community Caravan
  - Bears Caravan
  - Recruiting events in Kansas City, St. Louis and elsewhere
  - Etc.
- West Plains Campus – Find ways to market the West Plains Campus in conjunction with the Springfield Campus, and vice versa, to emphasize the Missouri State System

