



INITIATIVE	2006-07	2007-08	2008-09	RATIONALE
Staffing	<ul style="list-style-type: none"> Created director of communications position Created assistant director of communications position 	<ul style="list-style-type: none"> Created e-recruiter position Created e-communications director position Created director of transfer operations position 	<ul style="list-style-type: none"> No planned changes at this time 	<p><i>New positions allow us to intensify focus on critical vulnerabilities. Website and other e-communications are strategically significant to enrollment management as well as to heightening visibility with key audiences. Growth in transfer recruitment is essential to enrollment growth.</i></p>
Messaging	<ul style="list-style-type: none"> Somewhat focused around college mission but message varied by messenger 	<ul style="list-style-type: none"> Developing focused, integrated messaging platform to be used in all communications Focus will be on personalization; stories not statistics; affordability and value; ROI (with proof statements) Director of communications will oversee message management Strengthen marketing in core market – regional, rural, some urban Direct marketing and web presence in St. Louis, Kansas City, and Chicago 	<ul style="list-style-type: none"> Message platform and message management will become fully implemented across college Evaluate penetration into major urban areas and expand market penetration after core market solidified 	<p><i>The strength and effectiveness of our message is diluted because we (1) don't stick with a short list of related messages that build upon and support each other and (2) use exactly the same message in the same way in every communication with every audience or (3) abandon the message completely to suit our purposes. A message platform allows flexibility but keeps to an integrated theme that helps foster brand identity. Each communications vehicle will be part of telling the story. Focus will be concentrated on core markets while we fix marketing infrastructure. Once solidified, resources will be available to expand penetration into St. Louis, Kansas City, and Chicago.</i></p>
New Audiences	<ul style="list-style-type: none"> Prospective students Matriculating students Alumni General Public 	<ul style="list-style-type: none"> Strengthening emphasis on parents of prospective students and matriculating students Strengthening emphasis on guidance counselors Strengthening emphasis on key influencers of opinion 	<ul style="list-style-type: none"> Expand specific focus on minority and international students Will add other audiences when identified 	<p><i>Parents are an increasingly important audience for us. Current students frequently rely on parental advice during college search and as problems arise on campus. Guidance counselors also need better communication due to their influence on prospective students. We need to identify and reach out to other opinion-makers as well and pay greater attention to minority and international students.</i></p>



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Print Communications	<ul style="list-style-type: none"> • Relying on same design, with minor adjustments, for several years • All pieces look the same • All pieces contain mostly the same content • As changes made to communications flow, became add-ons not substitutes • Lost focus • Need more connection to web • Need more response mechanisms • Admissions publications not necessarily related to academics, athletics, etc. 	<ul style="list-style-type: none"> • Contract with educational marketing/design specialist – Stein Communications, Atlanta • Developing new look, new approach to themed content • Fresher, younger, brighter • Better, briefer messages • Timed to communications flow and driving to website • All recruitment (admissions, athletics, academics) will be brought into look and message approach • Adapting approach to other vehicles (displays, ads, etc.) 	<ul style="list-style-type: none"> • Based on response and tracking mechanisms built into materials, will adjust approach and communications flow as necessary 	<p><i>New approach not only makes our publications more appealing, it responds to the way today's students read materials – brief, skimmable content and strong photos. Integrating this approach across all recruitment materials as well as other vehicles will help establish a brand identity. Efficiency and cost effectiveness will be maximized through implementation of the communications flow.</i></p>
C-SC Web	<ul style="list-style-type: none"> • Stale three-year old design • Limited functionality • Little tracking • Inconsistent and inaccurate in design and content • Limited content management capability to freshen content • Limited promotional opportunities • Text heavy; an electronic file cabinet • No dedicated staff with time to enhance overall project • Most students prefer online • C-SC received 80+% of applications online • Often “stealth” apps from students never heard from before 	<ul style="list-style-type: none"> • Contract with design firm includes basic redesign of home page and major web pages that will serve as template • All existing web will be prioritized so that every area is addressed in order of need • All web content will be converted to new messaging • New areas will focus on special audiences, i.e. parents • Web functionality will focus on meeting student needs • E-communications director dedicated to implementing new look and functionality • Campus web advisory board to be formed to strategize opportunities • Portal will be developed and implemented (Jenzabar) • Implement other tools for prospective and current students • Add, at minimum, a flash tour of campus; hopefully, a virtual tour 	<ul style="list-style-type: none"> • Campus intranet will be addressed in depth • If virtual tour not yet launched, develop and launch • Develop other tools for prospective and current students • Add more tools for advancement/alumni relations 	<p><i>Research shows that a college's website is its most important communications tool. Prospective students go to the web first and only follow through if they find something of interest there. Our website is our college to most audiences.</i></p>



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E-Communications	<ul style="list-style-type: none"> • 1 set of 3 e-mails each adapted to prospective student audiences (freshmen, transfer) • 1 series of 3 summer e-newsletters • President's e-newsletter (every other month) • Occasional e-mails hyperlinked to web or with attached documents • Launched Zoom mini-site • Created C-SC presence on web-based college search sites 	<ul style="list-style-type: none"> • Added MyCollegeGuide web/print package to mix • Will renew and/or add other web-based search vehicles • Will develop e-communications as part of annual communications flow • Will communicate view e-mail and IM • Will develop interactive e-communications features like blogging (students, faculty, parents?), podcasts, intrastudent communications (prospective w/ each other and w/ current students) • Will investigate other e-communications opportunities 	<ul style="list-style-type: none"> • Budget for more "Marketing 2.0" initiatives • Launch other initiatives TBD 	<p><i>Prospective students and their parents are online. We need to market to them there. Other colleges are far ahead of us.</i></p>
Advertising	<ul style="list-style-type: none"> • Widely scattered, unfocused ads on radio and in print • A few TV ads for online degree program • Minor St. Louis radio and P-D ads • Some academic advertising for music/fine arts in programs etc. • Random local sponsorships • Maintaining historic commitments 	<ul style="list-style-type: none"> • Focus on cost-effective regional radio campaigns and sponsorships • Place strategic ads in a few non-regional markets • Place few print ads • Look for affordable TV option • Place fewer and more focused academic ads in appropriate publications • Reduce historic commitments that have been ineffective 	<ul style="list-style-type: none"> • Examine effectiveness of 2007-08 • Revise plan and budget accordingly 	<p><i>The 17- to 18-year-old market is not a print audience. We do not have the budget to implement an effective TV campaign. Students do listen to radio and we can market regionally via their favorite stations. Even using radio, massive marketing in non-regional markets has not proven effective. Need to reach in other ways.</i></p>
Visibility	<ul style="list-style-type: none"> • Loosely coordinated attempts to increase visibility through media relations, advertising, and some web search presence • Occasional talk show placement regionally • Brought WGEM TV/radio to campus for broadcast (unfortunately during spring break) 	<ul style="list-style-type: none"> • Enhancing regional radio campaigns with value-added opportunities for visibility through interviews, remote broadcasts, sponsorships etc. • WGEM/TV broadcast rescheduled away from spring break • Developing plan to proactively seek talk shows, OP/ED, and speaking opportunities • Looking for news hooks 	<ul style="list-style-type: none"> • Continue to enhance visibility through implementation of plan 	<p><i>Visibility is increased through a variety of media, and the more it looks like outside support of Culver-Stockton expertise the better</i></p>



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Media Relations	<ul style="list-style-type: none"> • Significant increase in number of news releases sent to media • More releases not related to calendar and/or hiring • Anecdotal reports of increased visibility of media coverage • Media coverage almost exclusively regional 	<ul style="list-style-type: none"> • More proactive media relations with continued growth in issues and features • Continue increasing releases not related to calendar and/or hiring • Develop/implement better media tracking and records • Continue regional focus with broader release as appropriate 	<ul style="list-style-type: none"> • Evaluate and revise accordingly 	<p><i>Until visibility is higher, it is more effective to continue regional focus while looking for appropriate national issues that we might address.</i></p>
Other	<ul style="list-style-type: none"> • Paired with Advancement/Alumni to host events in KC and Chicago • Conducted traditional opportunities for students/parents • Took admissions staff to John Wood to offer one-stop sign-up • Encouraged staff to visit and learn from other colleges, bringing back ideas for enhancing our efforts 	<ul style="list-style-type: none"> • Enhancing campus visit • Enhancing open house • Requiring all staff to visit 2 colleges to bring back info 	<ul style="list-style-type: none"> • Evaluate and revise accordingly 	<p><i>We market the college through everything we do whether we intend to or not. Without a planned intention, it may be an unsuccessful communication. We will be more intentional about every marketing opportunity that presents itself.</i></p>