

University Relations Budget Committee Report

Presented by:

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October 2013

IDENTITY
CRISIS

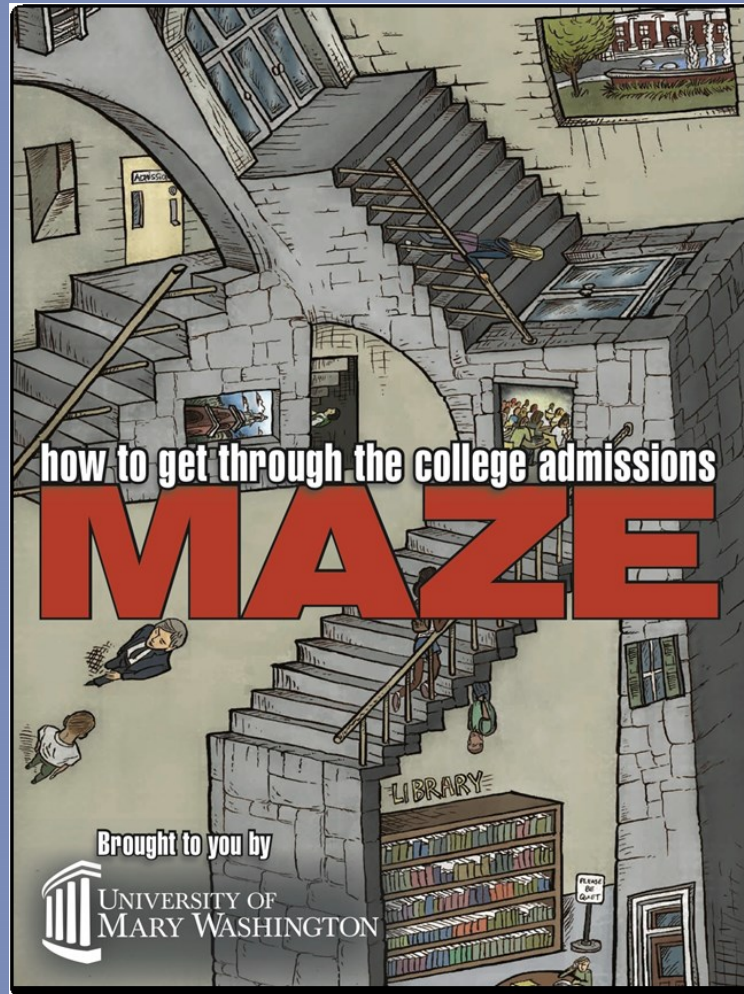
SEARCH 2010-2011

**Jeans aren't the only
thing that should
fit just right.**



So should your university.

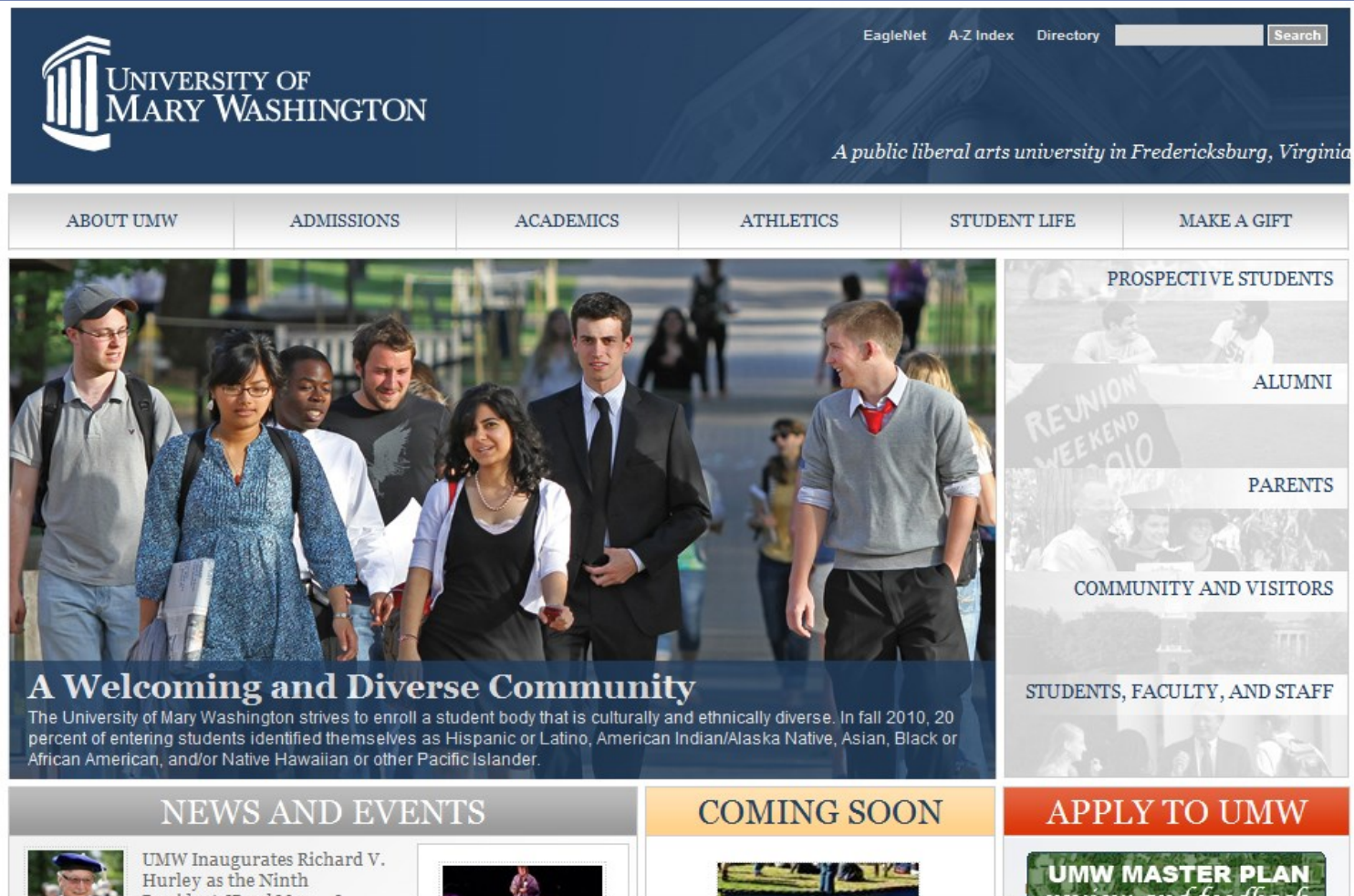
FULFILLMENT 2010-2011



VIEW BOOK 2010-2011



WEBSITE 2010-2011



The screenshot shows the University of Mary Washington website. The header features the university's logo and name, along with navigation links for EagleNet, A-Z Index, and Directory, and a search bar. Below the header is a horizontal menu with links for ABOUT UMW, ADMISSIONS, ACADEMICS, ATHLETICS, STUDENT LIFE, and MAKE A GIFT. The main content area is divided into two columns. The left column features a large image of a diverse group of students walking on a campus path, with the headline "A Welcoming and Diverse Community" and a paragraph stating that the university strives to enroll a culturally and ethnically diverse student body. The right column contains a vertical list of links: PROSPECTIVE STUDENTS, ALUMNI, PARENTS, COMMUNITY AND VISITORS, and STUDENTS, FACULTY, AND STAFF. At the bottom, there are three sections: NEWS AND EVENTS, COMING SOON, and APPLY TO UMW. The NEWS AND EVENTS section includes a link to "UMW Inaugurates Richard V. Hurley as the Ninth President of the Board of Trustees". The COMING SOON section has a link to "UMW MASTER PLAN". The APPLY TO UMW section has a link to "UMW MASTER PLAN".

UNIVERSITY OF
MARY WASHINGTON

EagleNet A-Z Index Directory Search

A public liberal arts university in Fredericksburg, Virginia

ABOUT UMW ADMISSIONS ACADEMICS ATHLETICS STUDENT LIFE MAKE A GIFT

A Welcoming and Diverse Community

The University of Mary Washington strives to enroll a student body that is culturally and ethnically diverse. In fall 2010, 20 percent of entering students identified themselves as Hispanic or Latino, American Indian/Alaska Native, Asian, Black or African American, and/or Native Hawaiian or other Pacific Islander.

PROSPECTIVE STUDENTS

ALUMNI

PARENTS

COMMUNITY AND VISITORS

STUDENTS, FACULTY, AND STAFF

NEWS AND EVENTS

COMING SOON

APPLY TO UMW

UMW Inaugurates Richard V. Hurley as the Ninth President of the Board of Trustees

UMW MASTER PLAN

UMW STRATEGIC PLAN

- **GOAL #8:** Strengthen the image and identity of the University of Mary Washington and expand visibility and recognition of the institution.



UNIVERSITY OF
MARY WASHINGTON

UNIVERSITY MARKETING

MARKETING PHILOSOPHY:

- Know my stakeholders and determine their wants, needs, expectations, and motivating factors = **Desired Satisfaction**

External: prospective students, parents, decision-makers—community and business leaders, government entities, state legislature, etc.

Internal: faculty, staff, current students, administrators

- Understand our product lines and services
academic programs, notable faculty, athletics, campus aesthetics, housing options, advanced technology, dining experiences, student life, experiential opportunities—study abroad, student research, honors programs, etc.

INSTITUTIONAL COMMITMENT:

- to visioning and strategic planning
- to continuous improvement—policy/procedures review, curriculum review, program innovation, advanced technology, capital improvements, etc.
- to delivering the **desired satisfaction** more effectively and efficiently than our competitors

GUIDING PRINCIPLE:

- Use **data** to inform our decision-making and **ALWAYS evaluate** the effectiveness of our plans.

MARKETING OBJECTIVES:

- **Develop and implement marketing communications strategies and plans in support of:**
 - undergraduate admissions
 - graduate admissions
 - Colleges/academic programs
 - other university initiatives
- **Enhance UMW's public visibility in priority recruitment markets**

Supporting Undergraduate Admissions:

➤ Joint Strategic Planning Retreat

- ❖ 18 month planning calendar (*Inquiry*→*Yield*)
 - Publications plan
 - Direct mail campaigns
 - E-marketing campaigns
 - Event planning
(campus tours, Discovery/Destination Days,
Presidential receptions, Honors receptions, etc.)
 - Media Plan

Supporting Undergraduate Admissions:

- Creative direction/content development for:
 - **RuffaloCody—search program**
 - **Hobson's Customer Relationship Management (CRM) tool**
- Weekly Admissions/Marketing meetings

Supporting Undergraduate Admissions:

2013 Marketing Campaign: October 2012—August 2013

ATTRIBUTE	Fall 2012 (baseline)	Fall 2013	Percent Change
awareness	N/A	N/A	
inquiries/ prospects	16,695	20,655	+24%
visits	4,820	5,041	+4.6%

Supporting Undergraduate Admissions

Launching our 2014 Marketing Campaign:
October 2013—May 2014

- Used the **RuffaloCody** geodemographic segmentation data to identify target markets in Virginia and Maryland
- Campaign goals are to:
 - **increase awareness***
 - **increase inquiries/prospects**
 - **increase campus visits**

ATTRIBUTE	Fall 2012	Fall 2013	Fall 2014
awareness	N/A	N/A	?
inquiries/ prospects	16,695	20,655	?
visits	4,820	5,041	?

*awareness/perception study

MARKETING RESEARCH STUDY

Comprehensive Awareness/Perception Study

- **Geodemographic targeting in Virginia and Maryland:** general public, parents of prospective students, high school students 15-18, business/community leaders
- **Assessment Indicators:**
 - Unaided name awareness, by segment
 - Unaided top-of-mind awareness, by segment
 - Unaided willingness to recommend, by segment
 - General perceptions of quality vs. competitors
 - Perceived strength vs. competitor strength on primary branding attributes
 - Percentage of audience linking university with top brand attributes
 - Priority ranking of 12 quality indicators in college choice
 - Perceptions of brand performance on same 12 quality indicators
- **Results will serve as a baseline from which we can measure awareness levels and perceptions across future campaigns**



UNIVERSITY OF
MARY WASHINGTON

MARCOM TACTICS

Public Relations Strategies

- Media Relations
 - Feature Story Placements
 - National Rankings
 - Social Media Engagement
 - Effective Crisis Communications
- GOAL #8: Strengthen the image and identity of the University of Mary Washington and expand visibility and recognition of the institution.

Supporting Graduate Admissions:

- Created series of brochures for **MBA, MSMIS, M.Ed.** programs
- Created promotional fact sheets for **College of Education**

Supporting Academic Programs:

- Developed a promotional piece for **STEM**-related programs
- Developing promotional **fact sheets** for all undergraduate majors
- One week from launching a marketing campaign for **BLS—Management and Leadership** program targeting adults in the region

Supporting Colleges:

- Collaborating with the Deans to develop comprehensive marketing and recruitment plans for:
 - ❖ College of Education
 - ❖ College of Business (MBA Program)

Supporting Other University Initiatives

- Developed marketing plan for **Dancing with the Fredericksburg Stars** (raised \$65,000 for scholarships)
- Currently developing promotional collateral for **Residence Life** and the **Center for Honor, Leadership, and Service**

Enhancing public visibility through sponsorships

Marine Corp Historic Half Marathon (8K)



“Best of the Class”

WRIC-TV 8 and Kings Dominion

A screenshot of the WRIC-TV 8 website. The header includes the WRIC.com logo and navigation links for Home, News, Weather, 8News Features, Sports, Lifestyle, Community, Links, Connections, Rewards, and Contact. Below the header is a banner for "When your phone takes a road trip" featuring a smartphone. The main content area displays a large photo of graduates in caps and gowns, with the text "BEST of the CLASS" and "UNIVERSITY OF MARY WASHINGTON where great minds get to work". To the right, there is an advertisement for "Two-line Family Unlimited plans" by Telos wireless, showing a family on a smartphone screen. The bottom of the page features social media icons for Facebook, Twitter, Instagram, Apple, Android, RSS, and Email.

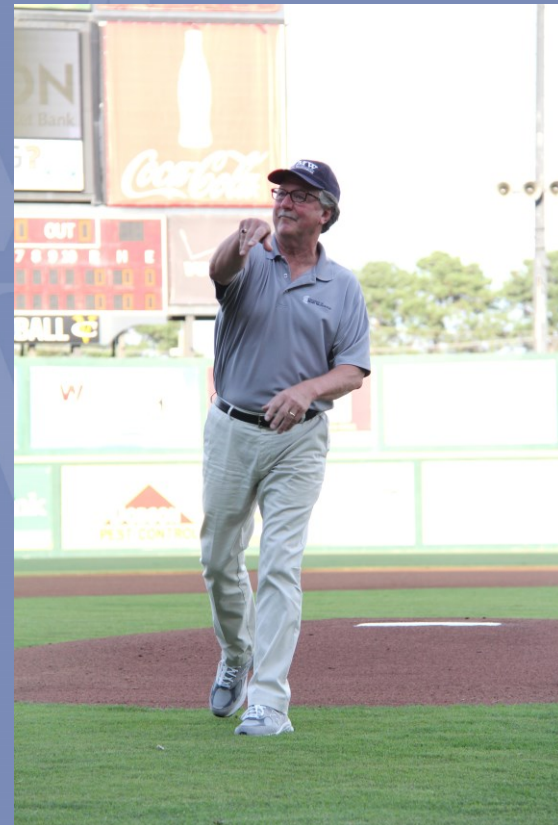
Enhancing public visibility through sponsorships

“Taste of Reston” (60K)



“Richmond Flying Squirrels”

President Hurley’s first pitch (5K)

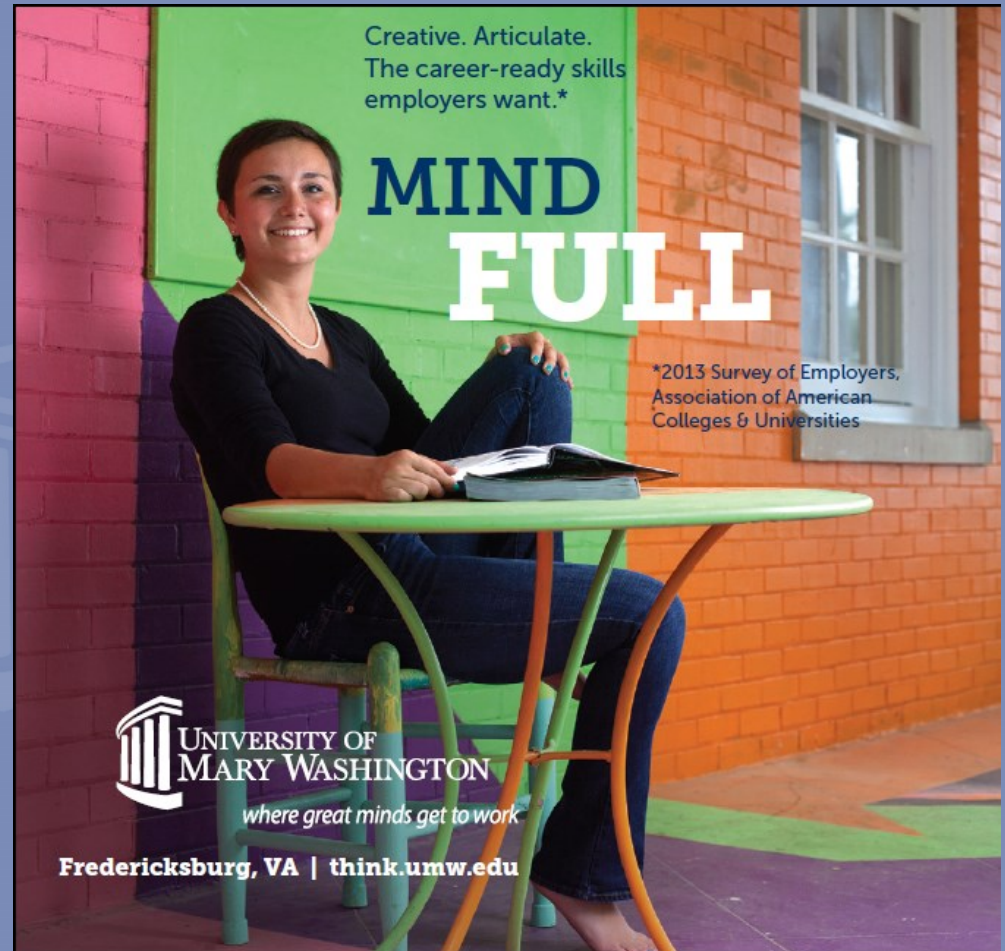


2014 Media Plan

October 2013—May 2014

Targeted print campaign in tier-1 recruitment markets:

- College Guides
- College Fair Program Booklets
- Magazines—
Bethesda, Reston,
Richmond

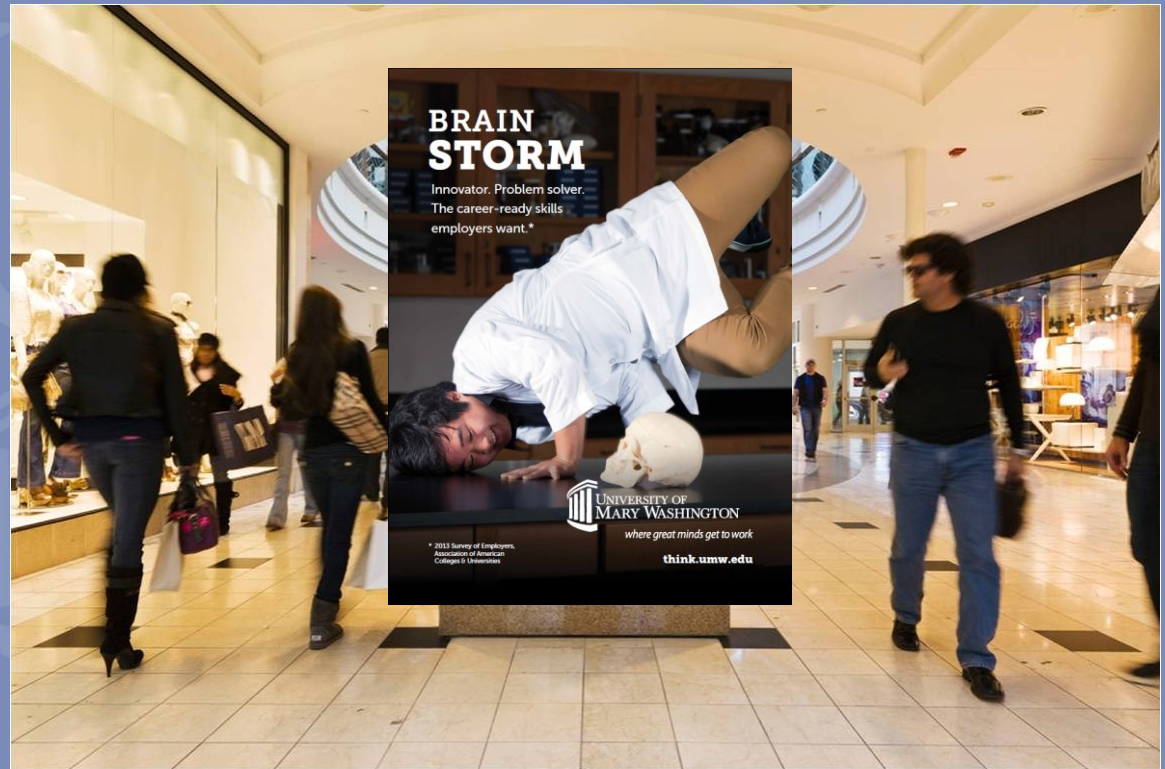


2014 Media Plan

October 2013—May 2014

Mall Campaign:

- Potomac Mills
- Arundel Mills
- Tyson's Corner
- Short Pump
- Stony Point
- Spotsylvania Towne Center



2014 Media Plan

October 2013—May 2014

Transit Shelter Campaign:

10 high-traffic metro
stops in and around
Montgomery
County, Maryland



2014 Media Plan

October 2013—May 2014

**Transit
Campaign:**
3 Super King
Bus Wraps in
Montgomery
County,
Maryland—
buses extend
into
Washington, D.C.



2014 Media Plan

October 2013—May 2014

Online/Social Media Campaign:




2014 Media Plan

October 2013—May 2014


Outdoor Billboard Advertising:

Eastern Outdoor— I-95 N at mm 114

Lamar Digital— I-64 at Staples Mill Road



WORLD READY



UNIVERSITY OF
MARY WASHINGTON

where great minds get to work

ready.umw.edu

Note: In May 2013, we launched a “Summer Visit” billboard and direct mail postcard campaign—
CAMPUS VISITS increased 18.75% above Summer 2012!

2014 Media Plan

October 2013—May 2014

➤ Evaluation/Measurement

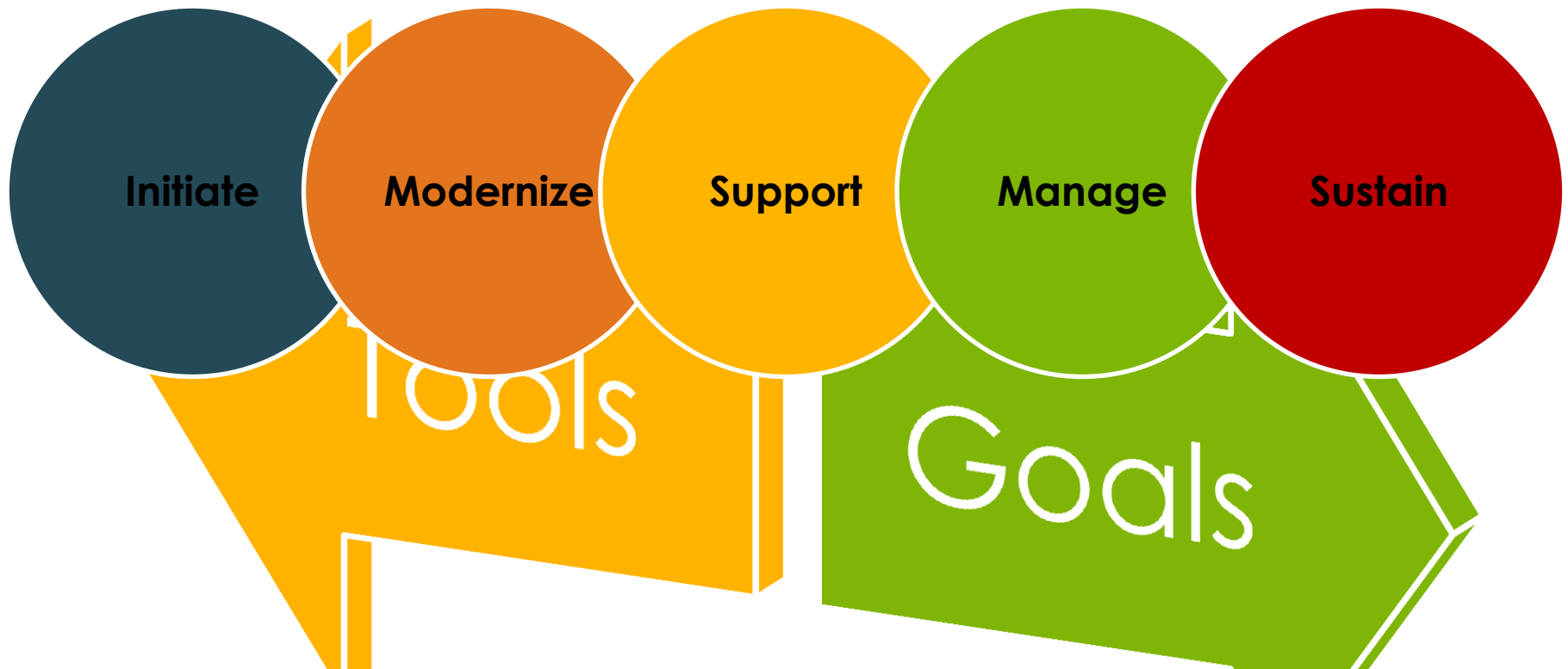
- ❖ We placed unique URLs (ex.—*visit.umw.edu*) on these ads so we can use **web-analytics** to track the campaign
- ❖ Driving prospects to the **“World Ready”** microsite
- ❖ We will run weekly reports on the numbers of **inquiries, prospects** and **visitors** over the course of the campaign

Digital Communications

University Relations

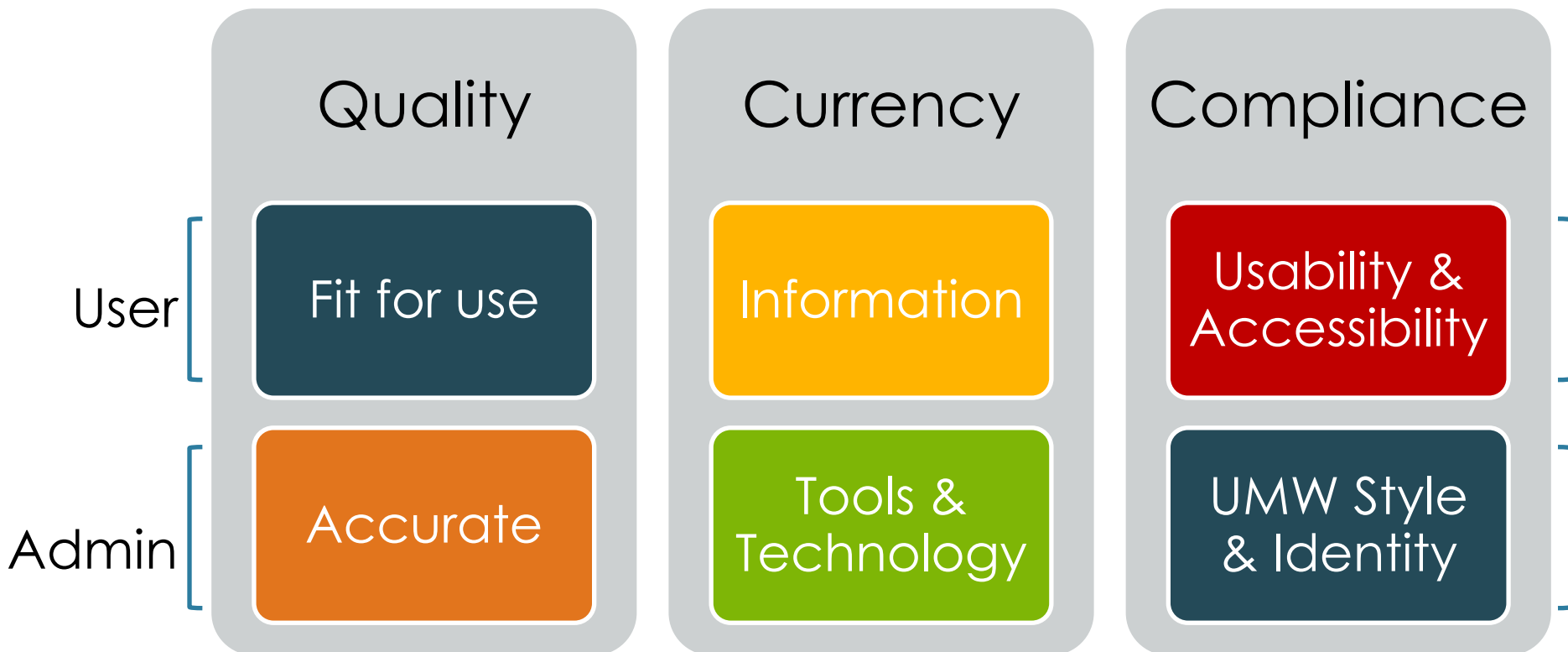
UREL – Digital Communications

To provide an **effective** web presence for the University.



UREL – Digital Communications

Web Process Framework



UREL – Digital Communications

Website - continuous improvement

■ Measurable goals

- Admissions support - Clicks to inquiry form, campus visit scheduler & Common Application
- Awareness support – Campaign traffic measurement, locations, referrers, site activities, departmental goal completions
- Alumni & Foundation support – Outcomes measurement in context
- Retention support – improvements to the current student experience: student resources, academic program content improvements, etc.

■ User experience

- Navigation/Information Architecture
- Content quality & value to the audience
- Accessibility, usability, acceptability

UREL – Digital Communications

Website – current initiatives

- World Ready microsite (ready.umw.edu)
- Data compilation & analysis
 - Establishing baselines
 - Identifying “low hanging fruit”
 - Testing content/layout versions; iterative changes
- Quality review
 - Accessibility scanning and reporting
 - Quality reporting (Spelling, broken links, sensitive data)
 - Department specific, actionable, reports

UREL – Digital Communications

Website – in a nutshell

- ▣ Proactive instead of reactive.
- ▣ Audience aware.
- ▣ Continuous improvement.
- ▣ Measurable goals.

UREL – Digital Communications

Creating an **effective** web presence at UMW requires a team approach and means providing training and support to content contributors to help them develop **strategic, crafted, sustainable user experiences** in support of departmental and institutional **goals**.

UREL – Digital Communications

Questions?

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