University Relations
Budget Committee Report

Presented by:
Anna Billingsley, AVP University Relations
Malcolm T. Holmes, Director of University Marketing
Shelley Keith, Director of Digital Communications

October 2013
SEARCH 2010-2011

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

So should your university.
FULFILLMENT 2010-2011

how to get through the college admissions

MAZE

Brought to you by

University of Mary Washington
VIEW BOOK 2010-2011
UMW STRATEGIC PLAN

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

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>Fall 2012 (baseline)</th>
<th>Fall 2013</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>awareness</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>inquiries/ prospects</td>
<td>16,695</td>
<td>20,655</td>
<td>+24%</td>
</tr>
<tr>
<td>visits</td>
<td>4,820</td>
<td>5,041</td>
<td>+4.6%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>awareness</td>
<td>N/A</td>
<td>N/A</td>
<td>?</td>
</tr>
<tr>
<td>inquiries/prospects</td>
<td>16,695</td>
<td>20,655</td>
<td>?</td>
</tr>
<tr>
<td>visits</td>
<td>4,820</td>
<td>5,041</td>
<td>?</td>
</tr>
</tbody>
</table>

*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**
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
Enhancing public visibility through sponsorships

“Taste of Reston” (60K)

“Richmond Flying Squirrels”
President Hurley’s first pitch (5K)
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
Transit Shelter Campaign:
10 high-traffic metro stops in and around Montgomery County, Maryland
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:

- Facebook
- Spotify
- Google AdWords
- LinkedIn
- Yahoo! Bing Network
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

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.
UREL – Digital Communications

To provide an **effective** web presence for the University.
UREL – Digital Communications

Web Process Framework

User

Quality

Fit for use

Currency

Information

Compliance

Usability & Accessibility

Admin

Accurate

Tools & Technology

UMW Style & Identity
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.
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?
Shelley Keith, tkeith@umw.edu