EXECUTIVE SUMMARY

Overview
This marketing plan was developed to provide a roadmap of University College’s current marketing strategy. As with any plan, this is not a static document but, rather, one that has been created to reflect the current climate and objectives that guide the college’s marketing efforts. This plan is based upon observations and feedback provided by faculty, staff, and students. It will be fine-tuned and adjusted as necessary to ensure that the marketing activities are well coordinated and continuously improved to create the most impact with the available resources.

This plan is based upon the solid foundation of the University College brand. The marketing plan aims to strengthen the college’s reputation and enhance its visibility. In addition, it will encourage alumni, friends, donors, parents, students, prospective students, faculty, and staff to cherish their association with University College. It will inspire those who are not directly connected with the institution to take notice of its academic reputation and contributions to the community and beyond.

Brand Statement
The following brand statement is the foundation upon which much of the College’s marketing plan will be built:

*University College is a student-centered academic college that offers innovative undergraduate and graduate degrees. We have nationally recognized first-year programs, interdisciplinary courses, and academic support services such as orientation, advising and other programs to support students from their first day of college until graduation.*

Mission
The mission of University College is to foster student learning and success at every academic level and to nurture students’ educational and personal growth through innovative and collaborative curricular and co-curricular programs, services, and resources. To achieve our mission, University College’s highly qualified faculty and staff create opportunities for students to be locally and globally engaged, to examine and understand diverse perspectives, to think critically, and to become ethical and effective leaders in their communities.

Market Niche
Student-centered interdisciplinary academic degrees and academic support programs.
HISTORY AND BACKGROUND

History and Background

KSU’s participation in the Foundations of Excellence in the First Year of College self-study led to the establishment of University College in 2004 to provide greater visibility and significance to a variety of programs, academic support services, and projects geared toward KSU’s growing undergraduate population. Many of the programs that are located within University College, such as first-year seminars, have a long history of excellence at the university. All of them, however, are focused on promoting student success and engagement in and out of the classroom.

University College is the home of two academic departments, First-Year and Transition Studies and University Studies. It is also the academic home for the Center for Student Leadership, Orientation and Transition Programs, and the NEST (New Exploratory and Students in Transition). The college’s first degree program, Bachelor of Science in Integrative Studies, produced its first graduate in 2006. In 2014, the college received notification of the approval to offer the INTS as an 100% online degree. Later that year it received approval to add a General Studies track. University College now offers a first-of-its kind Master of Science in First-Year Studies degree. This degree is offered 100% online and is designed to prepare the next generation of scholars to teach first-year students and administer programs for them. In 2011, the college began offering the Leadership Studies certificate program. Other degree and certificate programs are in development.

University College is also home to the Thrive program. In its fourth year at KSU, the nationally award-winning Thrive program helps qualified first-year students develop the academic skills required to maintain the HOPE scholarship, integrate academically and socially to the university, progress toward graduation, and enhance their leadership skills. This program offers support to students as they transition into college by offering the best of academic strategies with innovative practices of student success.

University College works collaboratively with the other academic colleges, the Division of Student Success, the Center for Excellence in Teaching & Learning, the Division of Global Affairs, and the Provost’s Office to provide interdisciplinary programs and services designed to enhance the college experience for all KSU undergraduates.
SWOT ANALYSIS

Situation Analysis
Current marketing efforts focus on student retention, program development and building relationships and partnerships with other KSU’s colleges and programs.

Previous group discussions with key members of the University College team focused on the general lack of knowledge about the College, which would include a low understanding of all the programs housed within the College.

STRENGTHS
- The Department of First-Year and Transition Studies
- Learning Communities
- INTS Degree: (online and General Studies Track)
- MS First-Year Studies
- Thrive
- Leadership Studies Certificate
- Successful academic support initiatives with strong assessment data

WEAKNESS
- The name “University College” does not clearly identify its role within the university
- Poor understanding of the scope of the college’s programs.
- Individual departments within the college do not state their connection to University College in marketing collateral

OPPORTUNITY
- University Studies is uniquely positioned to rebrand as a leadership focused department.
- Secure program grants and sponsorships.
- Promote 10-Year anniversary campaign to increase awareness.
- Increase University College’s national and regional reputation for offering high-quality, innovative degrees and programs.

THREAT
- Perception that there is a duplication of services for students from other departments on campus who incorporate leadership skills development, tutoring and mentoring of students.
- Lack of funding and personnel to focus on advancement and development.
GOALS AND OBJECTIVES

The Communication and Marketing office has developed a marketing plan designed to promote the activities of the College and bring about increased awareness of the role it plays in the lives of students attending Kennesaw State, from their first day on campus to commencement.

University College will launch a targeted awareness campaign, while maintaining continued focus on internal strategic communication. This plan will utilize a variety of tactics to achieve the outlined campaign goals and objectives.

**Goal Summaries:**

1. Develop and launch a new branding campaign that will provide visibility of the comprehensive make-up of University College and all its connecting parts.
2. Implement marketing strategies that will target key internal and external audiences to increase awareness.
3. Expand efforts to position UC as a nationally recognized innovative academic college that focuses on unique student-centered programs (i.e. Thrive, INTS degree, Quest).
4. Create awareness to the business community about UC’s professional development efforts to provide training for graduating students.
5. Create awareness to the business community about UC’s INTS degree and how they can add KSU as Tuition Assistance Program (TAP) partners.

**Proposed Marketing Objectives**

The strategies in this marketing plan are designed to emphasize our distinctive programs and members of our college community, which make University College the unique and special college that it is. Several offices and departments at UC will have key roles in implementing this plan because of their visibility, their interactions with key audiences, and their roles within the college.
Goals/Strategies/Tactics

**Goal #1.** Develop and launch a new branding campaign that will provide visibility of the comprehensive make-up of University College and all its connecting parts.

**Strategy 1.1** Create a message of “connection.”
**Strategy 1.2** Create an overarching “look” that will brand University College and its individual departments.
**Strategy 1.3** Create a tagline that references the connection between University College and its departments and programs.

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1</td>
<td>1.1 Create a message of “connection.”</td>
<td>The Communication and Marketing Director will meet with marketing team to create a message that supports the recent elevator speech to describe UC. The message will be designed to be an extension of the current elevator speech.</td>
</tr>
<tr>
<td>Goal 1</td>
<td>1.2 Create an overarching “look” that will brand University College and its individual departments.</td>
<td>Create a visual image to be used as a branding mark that represents the connecting parts of UC (i.e. FYTS, US, OTS, NEST, CSL, Thrive, and Quest). The image will be used on all brochures, UC publications, website, social media, promotional materials, etc. See Exhibit A1</td>
</tr>
<tr>
<td>Goal 1</td>
<td>1.3 Create a tagline that references the connection between UC and its departments and programs.</td>
<td>Explore tag lines that are directly associated with the new visual image. The tag line will be used in all marketing campaigns and all references to UC. It will be short, direct, expressive and used as a statement of connection for all parts of UC. Tagline: <em>University College – Make the Connection</em></td>
</tr>
</tbody>
</table>
Goals/Strategies/Tactics cont’d

Goal #2. Develop marketing strategies that will target key internal and external audiences to increase awareness.

Strategy 2.1 Create UC Magazine
Strategy 2.2 Create a series of videos
Strategy 2.3 Develop a “What is University College?” Campaign

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 2</td>
<td>2.1</td>
<td>Create a quarterly digital magazine publication designed to promote UC faculty, staff, students, and alumni. The publication will be written by student reporters assigned to a beat. It will offer faculty and staff the opportunity to either submit story ideas or fully-written articles. The publication’s cover will serve as a UC awareness tool, as well as a branding tool. The cover image will be designed to make the connection of what UC college is and represent all of its parts.</td>
</tr>
<tr>
<td>Goal 2</td>
<td>2.2</td>
<td>Create a series of videos that provide awareness of the College’s programs and degrees, as well as featuring our faculty and administration. The video will be housed on the UC YouTube channel and selected videos will be rotated quarterly to be posted on the website.</td>
</tr>
<tr>
<td>Goal 2</td>
<td>2.3</td>
<td>Develop a “What is University College” Campaign that will include a series of promotions:</td>
</tr>
</tbody>
</table>

1. **What is University College Event – Celebrating 10 Years of Excellence**: The event will include 10 tables that represent each department and program offered by UC (i.e. FYTS Learning Communities, FYTS Seminars, Thrive, MS FYS, INTS, Leadership Studies Certificate, Quest, CSL, OTP, the NEST). The event will be held in the University Rooms from 12:30pm to 1:30pm. It will include music and light refreshments. Additionally, individual pieces of the new campaign image design to make the connection of all UC parts will be given out to individuals as they visit the tables to learn more about the program or degree. As a result of visiting each table, they will have a complete puzzle that displays the new image.

2. **What is UC? – A Sticker campaign** that will promote the asking of the question – What is UC? Faculty and staff will be asked to refer to their Elevator Speech and provide a copy, to the anyone asking about the about UC. A promotional item will be given as a thank-you for participating.

3. **What is UC? – Develop a 3-minute fast-paced video campaign** asking the question, “What is University College?” Several students, staff and faculty will provide short answers that connect all aspects of UC. Graphics will appear throughout that will ultimately connect to form the new branding graphic and make the connection.
Goals/Strategies/Tactics cont’d

**Goal #2.** Develop marketing strategies that will target key internal and external audiences to increase awareness.

**Strategy 2.4** Create a UC Events Website Calendar

**Strategy 2.5** Create a Student Social Media Campaign

**Strategy 2.6** Create an annual Year In Review newsletter

**Strategy 2.7** Create an Annual Report

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 2</td>
<td>2.4</td>
<td>Create a UC Event Website Calendar to provide visibility of UC upcoming events. The UC Events Calendar is an RSS feed that is displayed on the KSU Calendar of Events. Each department will be encouraged to add all events to the calendar including annual events, student events, and faculty events.</td>
</tr>
</tbody>
</table>
| Goal 2 | 2.5 | Create a student-focused social media campaigns to increase awareness of UC offerings, events and accomplishments. 

**Campaign “Like Us”** is focused on promoting awareness of what UC offers students from their first-year experience until graduation. The first two hundred likes received will receive a promotional gift and have their names listed on the UC website. The faculty will be asked to share the campaign video which will include the details with their class during the second week of the Spring and Fall semesters. |
| Goal 2 | 2.6 | Create an annual Year-In-Review newsletter similar to the one published in 2014. This special publication will have an increased campus-wide distribution to promote awareness of UC accomplishments. |
| Goal 2 | 2.7 | Create a digital Annual Report written to highlight UC’s programs, degrees, accomplishments, growth, etc. The link to the report will be distributed to KSU deans, chairs, administrators and their assistants, as well as to the standard UC List and Constant Contact lists. |
Goals/Strategies/Tactics cont’d

Goal #3 Expand efforts to position UC as a nationally recognized and innovative academic college that focuses on unique student-centered programs (i.e. Thrive, INTS degree, Quest).

Strategy 3.1 Create a campaign to increase awareness of UC’s innovative programs by publishing informative articles student-centered electronic publications

Strategy 3.2 Submit media alerts to select outlets to promote program recognition to a regional and national audience

Strategy 3.3 Subscribe to Google Analytics to maximize search engine recognition

Strategy 3.4 Develop a Speakers Bureau

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 3</td>
<td>3.1</td>
<td>Identify electronic higher education publications that specialize in student advancement. Contact editors to pitch the idea of writing three articles featuring Thrive, INTS degree and Quest which will include an interactive video of student testimonials and actual classroom footage</td>
</tr>
<tr>
<td>Goal 3</td>
<td>3.2</td>
<td>Brainstorm with select faculty to determine story ideas or events that centered around In-the-news type topics (i.e. first-generation students, hope scholarship retention) to capture national and regional attention</td>
</tr>
<tr>
<td>Goal 3</td>
<td>3.3</td>
<td>Subscribe to Google Analytics for the purpose of tracking website visits and selected link activity Analyze bounce rates, web traffic, demographics, and other important data</td>
</tr>
<tr>
<td>Goal 3</td>
<td>3.4</td>
<td>Create and maintain a list of UC faculty and staff who are prepared to speak on various topics for outside venues Distribute speakers list to media, service clubs, an chamber of commerce</td>
</tr>
</tbody>
</table>
Goals/Strategies/Tactics

Goal #4. Create awareness to the business community about UC’s professional development for its graduating students and establish a funding opportunity for other UC programs.

Strategy 4.1 Implement pilot program “CAST” Corporate Access to Student Talent.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 4</td>
<td>4.1</td>
<td>Implement a pilot program, CAST, to provide program development opportunities to recent graduates from a select group of students who are affiliated with University College (i.e. Thrivers, INTS degree graduates, and Leadership Studies Certificate holders). Access link for the CAST program description (<a href="http://www.kennesaw.edu/uc/CTAP2">www.kennesaw.edu/uc/CTAP2</a>)</td>
</tr>
<tr>
<td>4.2</td>
<td>Utilize funds generated from the CAST program to sponsor other programs and department needs.</td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>Provide an opportunity for Alumni to participate in the program which will serve as a method of strengthening our relationship and future alumni giving.</td>
<td></td>
</tr>
</tbody>
</table>

Goal #5. Create awareness to the business community about UC’s INTS degree as TAP partner

Strategy 5.1 Implement the Corporate Tuition Assistance Program (CTAP) to increase enrollment of the INTS degree program.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 5</td>
<td>5.1</td>
<td>Implement CTAP to increase enrollment of INTS degree program by becoming a TAP partner with targeted companies such as Home Depot, Coca Cola, UPS, etc.</td>
</tr>
<tr>
<td>5.2</td>
<td>Develop system which establishes University College as an extension of local businesses as it applies to employee advancement and development.</td>
<td></td>
</tr>
</tbody>
</table>
Exhibit A1
2015 Campaign Initiative