

**INSTITUTIONAL IDENTITY/MARKETING**  
**Strategic Planning Initiatives**  
**Accomplishments**  
**Fall 2008**

**GOAL 2.6**

**Publicize our regional distinctiveness – Include a regional distinctiveness component in WCSU branding and marketing efforts. Where meaningful, connect location, including proximity to NYC, with marketing efforts geared toward enrollment management and specifics of academic programs**

As part of the strategic planning process, key academic and innovative programs, outreach opportunities and enrichment initiatives have been identified and are promoted as part of our branding and marketing initiatives. Institutional Advancement, specifically alumni, development, public relations and publications and design, were the primary offices charged with incorporating this theme and developing an implementation plan to accomplish this goal. The results are as follows:

- a) Brochures and other publications were developed to complement our enrollment management marketing efforts. This included the design of specific ads to promote a marketing theme as well as coordinating placements in the appropriate publications. Examples of highlighted programs include:
  - the new MAT program;
  - the doctorate of education in Instructional Leadership;
  - our graduate programs (specifically in JLA, fine arts, education and health administration;
  - nursing program; and
  - Our community college to university program.
  
- b) Communications to our alumni through our Website, letters and Alumni News promoted selected university programs and upcoming events. Additionally, development publications highlighted the School of Visual and Performing Arts, international trips by our students, trips to NYC (highlighting location) and other unique programs.
  
- c) With an average of 20 releases a month and more than 150 placements in news media outlets, we continued our trend of promoting specific academic programs and initiatives. All press releases and brochures currently feature our new vision statement

Press releases to publicize our regional distinctiveness — or otherwise attracted media attention — were sent out on programs/issues such as:

- The new doctoral program in educational leadership, which graduated its first cohort
- The new Master of Arts in Teaching.
- The mock disaster drill that was coordinated in part by the WCSU Department of Nursing and included participants from health organizations throughout the region and state.
- Work by science professors and students on turtle migration in Mexico and Crete
- WCSU's leadership in the One Book, One Community program
- The 35<sup>th</sup> anniversary of student radio station WXCI

- Appearances by notable lecturers, including Amy Chua, a comparative historian; Leung Dung, a survivor of the Khmer Rouge holocaust; Darius Regale, the world expert on torture; and Carlotta Lanier of the Little Rock Nine.
- The second round of the President's Initiatives Fund.
- Michael Lombardi, a non-traditional student who left a finance career to enter the meteorology program and become a weather forecaster.
- The Veterans Day Celebration featuring student veterans and Dr. Jefferson Wiggins.
- Marjorie Salem, a former Bethel teacher who is now a liaison between WestConn and high schools in Bethel and Danbury for the "Building a Bridge to Improve Student Success" program.
- Six WCSU students who wrote two case studies for a Chinese bus manufacturer exploring strategies for breaking into the U.S. market.
- The Hancock Student Leadership Program
- Various music and theater programs, including the WCSU opera ensemble performance at Carnegie Hall

Additionally, Institutional Advancement staff members continue to play a critical role in the marketing conversations that shape the marketing efforts and image of the university.

#### GOAL 4.2

Identify the range of academic programs to be offered at the university, both at the undergraduate and graduate level, across all schools. Utilize the university website and other media to promote activities to students, faculty and staff. Foster use of WestConnuit to communicate upcoming events and activities

All university events are now featured on WestConduit.

Events of potential interest to students, faculty and staff are highlighted on the university website, WCSU TV, e-mails and through publications such as printed invitations, flyers, etc. Website event-based promotions included:

- Family Fair
- The Who's Tommy
- One Book, One Community
- We now use WestConduit to promote upcoming events and activities
- Commencement
- University Ball
- Open House
- WestConn Research Day

University websites were updated and designed to better serve as a communication tool to both our internal and external audiences. Below is a sampling of sites that were updated this year:

- Alumni
- Institutional Advancement
- Academic Affairs
- MBA website
- Facebook
- MFA painting
- Finance and Administration

- President's Website
- Planning and Engineering

Additionally, reports, brochures and flyers were designed to inform our internal and external audiences about upcoming events as well as our range of academic programs. They include:

- Annual Report
- SVPA brochure highlighting theatre, art & music
- Ansell brochure
- General awareness/recruitment advertising: newspaper, magazine, radio, television
- Jazz Festival materials
- Summer Music Camp brochures
- MFA graduate exhibition pamphlet
- Communiqué
- Bridge Program booklet
- One Book, One Community materials (posters, brochures, mailers)
- Sisters of the Academy promotional materials
- Admissions Counselor Luncheon Invitations
- President Lecture Series Invitation/poster set
- WestConn Research Day
- Women's History Month
- Black History Month
- MLK Celebration
- CSUS 25-year anniversary materials
- President's initiatives materials

#### GOAL 4.7

Communicate effectively to targeted audiences about the range and quality of academic programs.

What makes WestConn a special and unique place? And how do we go about sharing what makes us special and unique with the broader community? These were the questions central to our group's discussion and led to the accomplishment of the following:

- Identification of our key constituency groups, who we identified as: prospective students, current students, alumni, influencers (parents/teachers/guidance counselors/family members), legislators and community organizations.
- Development of key messages that reflect that unique strengths of WCSU which can also be used as the cornerstone for our strategic communications plan;
- Matching of key messages with relevant key constituency group. This means aligning what points about the university are most compelling to alumni, prospective students, etc.
- Development of a blueprint of key institutional messages from the strategic communications plan to our strategic audiences.

The end result was the development of the attached strategic communications plan to be used for guidance and as a starting point by any WCSU office for communication with key university constituency groups. (See attachment 1)