

**Strategic Plan Implementation
Institutional Identity/Marketing
April 2008**

Priority Area for Strategic Plan Implementation

1. Publicize our regional distinctiveness (Completion Date: xxxx)
 - a. Compile programs that highlight our regional distinctiveness
 - i. Academic Programs
 - ii. Faculty Initiatives
 - iii. Student/Staff projects
 - iv. Partnerships
 - v. International programs
 - b. Establish buy-in and consensus by sharing information with academic affairs and some members of the larger university community for feedback
 - c. Identification of target audiences and development of message architecture for each of identified audiences.
 - d. Identification of modes of communication and how augmentation of productivity can enhance message delivery
 - e. Develop stand-alone piece to highlight regional advantage
2. Communicate effectively to targeted audiences about the range and quality of academic programs (Completion Date: xxxx)
 - a. Create document that highlights breadth, depth and range of quality offerings
 - b. Establish target audience for information dissemination
 - c. Identify unique and compelling stories that speak directly to target audience in message architecture and plan implementation
 - d. Consult with internal and external stakeholders
 - e. Develop message strategy and implementation
 - f. Develop unified presentation for executives and other key university officials who tell our story.
3. Establish and maintain a perpetual calendar of regular and predictable activities
Completion Date for first year: August 2008)
4. Position and promote intercollegiate athletics in university life to develop university pride and affinity among students, alumni, faculty and staff (Ongoing)
 - a. Work with alumni, athletics and president's office to determine key sporting event to be targeted
 - b. Ensure that all athletic events are included in the university's master calendar listing
 - c. Create and coordinate president's box events that allow us to achieve above goal
5. Build pride on campus
 - a. Display achievements, awards, photographs
 - b. Determine campus pride events to be displayed through photographs
 - c. Coordinate WCSU authors display in selected buildings
 - d. Coordinate awards displays in selected buildings

Strategic Plan Implementation Team Institutional Identity/Marketing

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On-going collaboration with the following groups:

- Marketing Committee
- Where appropriate: EPAC, SAC