



Strategic Objective #3 Action Plan Presentation

IEAC Steering Committee
May 23, 2017

ISU's Strategic Objectives

Goal #3: Promote ISU's Identity

Objective: Over the next five years, promote ISU's unique identity by ##% as Idaho's only institution delivering technical certificates through undergraduate, graduate and professional degrees.

Operational Strategies

- ISU is one of only five US universities delivering technical certificates through graduate and professional degrees
- Educate internal and external communities of the scope and benefits of ISU's offerings and research
- Promote ISU as providing an affordable, high-quality education that results in a high return on investment
- Demonstrate to communities the cost-benefits that emphasize what ISU brings to each community through education and research
- Increase the "go-on" rate within ISU's service regions by highlighting educational opportunities to students
- Increase ISU's positive media presence and understanding of its unique roles and identity

3. Goal: Promote ISU's Identity

Objective: Over the next five years, promote ISU's unique identity by ##% as Idaho's only institution delivering technical certificates through undergraduate, graduate and professional degrees.

Performance Measures	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	Benchmark Definition
3.1 Using a community survey, measure the increase in awareness of ISU's educational offerings and the opportunities it provides AYs 18-22.	##	##	##	##	##	*##	Idaho communities' express an understanding of ISU's educational role in its service regions and the awareness of its community value. *this is a new indicator and is not currently measured until the end of AY 17.

3. Goal: Promote ISU’s Identity

Objective: Over the next five years, promote ISU’s unique identity by ##% as Idaho’s only institution delivering technical certificates through undergraduate, graduate and professional degrees.

Performance Measures	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	Benchmark Definition
3.1.1 Using a community survey, measure the increase in the positive perception that ISU’s marketing campaign is achieving.	##	##	##	##	##	*##	A ## increase in ISU’s positive perception by Idaho residents using an annual survey over a five year period beginning FY18. *The baseline and the benchmark will be established through a survey in summer of AY 17 and measured annually.

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Performance Measures	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	Benchmark Definition
3.2 Promote the public's knowledge of ISU through owned and earned media FY 18-22.	1%	1.5%	2%	2.5%	2.75%	10%	The annual number of ISU owned and earned media metrics based on FY 16 data (18.375 billion (b)) (followers, engagements, circulation views and news media coverage) will increase by 10% in five years.
	18.559b	18.837b	19.214b	19.694b	20.236b	20.213b	

Action Plan #3.1: Campaign

The action plan committee recommends: The action plan **“Campaign”** that focuses on building awareness and describing to Idahoans what ISU is all about

- It delivers Idahoans a **Clear University-wide Message** focusing on ISU’s strengths and uniqueness
 - Build awareness around the state
 - Explain advantages of having all levels of education
 - Break down the “back-up plan” mentality



Action Plan #3.1: Campaign

How do we do this:

- **Create** a new university-wide marketing campaign
- **Build** around *discover* OPPORTUNITY
- **Expands** on the use of earned and paid media
- **Utilizes** a **refined** coordination system between colleges' marketing team and MARCOM to fully support events, releases, and marketing materials