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.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Benchmark</th>
<th>Benchmark Definition</th>
</tr>
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<tbody>
<tr>
<td>3.1 Using a community survey, measure the increase in awareness of ISU’s educational offerings and the opportunities it provides AYs 18-22.</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>*###</td>
<td>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.</td>
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<td><strong>3.1.1</strong> Using a community survey, measure the increase in the positive perception that ISU’s marketing campaign is achieving.</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>*### 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.</td>
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<td>3.2 Promote the public’s knowledge of ISU through owned and earned media FY 18-22.</td>
<td>1%</td>
<td>1.5%</td>
<td>2%</td>
<td>2.5%</td>
<td>2.75%</td>
<td>10%</td>
<td>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.</td>
</tr>
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- FY 2018: 18.559b
- FY 2019: 18.837b
- FY 2020: 19.214b
- FY 2021: 19.694b
- FY 2022: 20.236b
- Benchmark: 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