

Objective 3- Brainstorming Results

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Action Plan Campaigns

1. Develop & disseminate one clear message regarding strengths and uniqueness of the institution
2. ISU Dream Team roadshow- Edutainment
 - Eastern Idaho fair
3. Develop an ad campaign to show advantages of having all levels of education available
 - Break back-up plan mentality

Other Potential Action Plans

- Everything in Excellence/Excellence in Everything
- West/North part of state only think of Health Science- We need to combat with promoting other programs there
- Work to soften/break combative territorial mindset
- Internal improvement
 - Immediately brand and fund through university once plan is set centrally
- Lack of glamour or “wow” factor that is enticing
- Capitalize on “big fish, small pond”

Other Potential Action Plans

- Unify university perspective on what we are and where we are going through transparency and open communication
- Develop method to determine ROI for reach
 - Develop methods to inform audiences
- Develop interactive tool to visualize degree paths
- Promote CPI positions as starting point for degree path
- Specialized social media campaigns

Other Potential Action Plans

- Market articulation pathways to other Idaho institutions
- Alumni forum/connections/maven
- Bengal Capitol day in Boise
- ISU impact everywhere