Objective 3- Brainstorming Results

MARCOM PAT
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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