Marketing-Public Relations Annual Report
Western Illinois University -Quad Cities

Current Year
Fiscal Year 2012

I. Accomplishments and Productivity for 2011

A. Give a brief review of goals and objectives for FY11.

Overview

The goal for WIU-QC Marketing and Public Relations is to continue the general awareness campaign, maintain branding efforts, integrate marketing, contribute and create WIU-QC advertising design, implement messaging strategies and collaborate with faculty, staff and students to promote events and programs that relate to QC campus locations.

In addition, the QC marketing selects and coordinates multiple media channels and vendors for the needs of faculty and staff in the QC's and events held in the area from Macomb departments and programs. QC Marketing also serves as a resource for any promotional materials created within the University that is intended for internal and external audience. WIU-QC Marketing coordinates media as needed.

Objective

The overall objective of QC Marketing is to increase awareness and visibility of Western Illinois University – Quad Cities as an institution of academic excellence, and dedication to higher values in higher education and service to the community through a comprehensive, integrated marketing and promotions strategy and continued involvement in community and news that relates to our students and external populations.

FY10 Goals

- Promoting WIU –QC as an institution of quality by advertising our strengths according to student focus groups, administration and QC Marketing Advisory Group. Promoting WIU's accessibility through messages advertising our Transfer Cost Guarantee, Linkages, and new program messages. This promotion goal is accomplished through utilizing a variety of media channels in the Quad Cities, including billboards, bus wraps, print, radio, cable, direct mail, web ads, Chamber of Commerce e-mail blasts and other broadcast.

- Target marketing to more diverse populations through the inclusion of diverse student models in a variety of advertising such as billboards, print ads and view books and through advertising in target specific media such as BET cable in the QC, more male dominated radio stations such as 97X 96.9 FM.

- We expanded marketing efforts to a new radio station, WYEC, 93.9 FM who has a large adult audience and to QC Times online website banner ads. Both campaigns are experiencing success.

- Summer radio campaign in the Quad Cities will be targeted to parents who were encouraging transfer students to enroll in a few courses at WIU-QC over the summer.

    - Expanding social media into QC marketing efforts continues. WIU-QC maintains its own Facebook page with a fan base of over 700. Since its inception student groups, admissions, Counselor Ed, Museum Studies and the Executive Studies Center have launched their own pages as well. WIU has also added a YouTube page where QC commercials and videos like the engineering bridge building event can be seen. The page also includes a tab that directs students to apply
    - http://www.youtube.com/westernillinoisu

    - Collaborating with WIU-QC Development on publications for the comprehensive campaign resulted in the completion of the WIU-QC scholarship testimonial letter written by a QC student. We videotaped Chad Rosenow delivering his message and added a QR code so the video can be seen by mobile phones able to scan the cold. Currently a QC Scholarship campaign piece is being produced to send to over 1,200 alumni.

    - QC Public Relations continues to collaborate with University Relations in writing and issuing news releases, as well as initiating and creating stories surrounding QC students, faculty and staff. WIU-QC distributes story ideas and promotes events within our campus and community by maintaining and establishing good relationships with the media. All items that appear in the news media are posted on Facebook, QC Web, internal message screens and QC list serve.

    - Involvement with the community colleges in the QC's and beyond continues through advertising efforts, dual enrollments/Linkages, transfer guarantees, college visits, consortiums and collaborative high school visits geared towards increasing awareness of WIU-QC as THE choice to complete their bachelor's degree. Shared marketing expenses i.e. mailings, ads and direct mail were implemented with EICC to include tours of Caxton, Riverfront and student housing options near SCC. Shared marketing pieces (flat sheets) including both institution's logos and curriculum exist in RPTA with EICC and BH College.

    - Promotion of WIU-QC as an institution of quality, an affordable institution, a university close to home as well as "The Public Choice" and making a better life are all themes that appear in every advertising message. Our new TV commercials produced by Media Work Productions convey this.

    - Positioning WIU-QC as "The Public Choice" continues in each form of advertising: bus wrap, print ads, radio and cable and video ads.

    - Another new partner in WIU-QC promotion and shared marketing is the Quad City International Airport and Metro. Welcome messages on baggage monitors appear when VIP's pass through the airport. Metro provides a shuttle service for

our students and staff. We are currently working on messaging and bus wraps.

B. List the most important accomplishments for FY12 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan accomplishments.

WIU-QC Marketing's objectives, goals, and accomplishments support the following strategic plan items:

- Student Recruitment and Admissions, Goal: To achieve optimum enrollment
- Quad Cities communities, Goal: To further cultivate positive relationships between our institution and host communities and businesses
- Development, Goal: To assist the University in addressing its strategic initiatives
- Marketing/Communications, Goal: To further develop consistent and integrated University marketing initiatives

Accomplishments are as follows:

- Added text messaging to ads for summer Included Iowa City radio market
- Enjoyed record number of positive stories in the media
- QC web and FB presence includes more local stories and features
- Added QR codes to ads and promotional materials
- Shared marketing with EICCD the QC.

C. Indicate measures of productivity by which the unit's successes can be illustrated.

- QC enrollment continues to increase
- Student surveys indicate students have noticed various forms of WIU-QC advertising.
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    - Radio and Billboards are the most noticed with TV a strong third
    - Data indicates an awareness of WIU-QC as a quality and affordable higher education option

This data indicates that awareness of WIU as a quality and affordable higher education option is growing and that students are choosing WIU. The QC campus enrollment increases are steady.

Personal casual conversations with various audiences indicate television commercials are being seen on various MediaCom cable channels.

WIU-QC Marketing's FY 2012Goals

- In addition to continuing overall awareness for WIU-QC new concentrations will be added
- Phase II
- Programmatic marketing
- Graduate student target
- Texting
- QR Codes
- Sports in the QC campaign like the potential to sponsor events held at the iwireless center with nationwide advertising potential.
- Weekly **Target meetings** which include QC Marketing, Admissions and Student Services
- **Direct marketing** to education professionals through Superintendent's office
- More **radio** coverage in **Iowa City and Cedar Rapids**
- A WIU-QC Marketing PR **advisory group** guides us on marketing issues and strategies
- An **intern or graduate assistant** position is a goal for Marketing and PR as we plan for Phase II and 100 year campaigns
- A more visible presence at the **QC Airport** is also in negotiations. Discussion of WIU **purple seating** section as well as WIU-QC **banners** included in the airport are possibilities

Priorities, Goals, and Budget Request 2012-2013

This request for **$82,600** is respectfully submitted for your consideration following review of FY13 expenditures and driven by WIU-QC marketing goals and initiatives with input from the QC Marketing Advisory Board. This group contributed to the identification of the following priorities outlined below, and helped establish corresponding goals in an effort to produce measurable outcomes for marketing initiatives in the Quad Cities. Media avenues were selected based on those goals to reach appropriate audiences based on demographics, location or other characteristics. Pricing was completed to provide accurate estimations of anticipated expenditures.

Priority 1-100 year celebration	**Budget:**	
Goal –Rollout campaign for each	$4,000	30 minute video production

including awareness with all local media		-campaign to include outdoor, print tabs, ads, radio, TV
Priority 2-New Enrollment Growth-Geographical	**Budget:**	
Goal-Maintain and increase current enrollment and expand awareness (focus on branding, image promotion and public image) in the following geographical areas: Dixon, IL, Iowa City area, Dubuque, IA, Clinton, IA and Kirkwood area-Cedar Rapids, IA	$ 3000 Billboard $ 2,300 Radio $ 3,000 Print ads	Raise awareness among a mobile audience in locations near community colleges with a circulation of 43,364 (roughly 60,000 pairs of eyes look at these daily) 18-24 men/women Z102 Top 40 in Iowa City 14 commercials reaching U of Iowa, Coe and Cornell college students including a texting campaign * and KATF-FM 9.1 rating Top 40 Dubuque, population 141,3000 Dubuque Telegraph Herald -33,785 Sunday circulation and covers 11 counties in Iowa and Illinois including 4 Wisconsin counties. Iowa Press Citizen Saturday circulation is 16,000 covers greater Iowa City area
Priority 2a-Live Community Focused	**Budget:**	
Goal-Establish and strengthen partnerships with local businesses to encourage educational growth with the Quad City workforce.	$ 1500 Business Journal Ads $ 2000 Promotional logoed items for business distribution $ 1500 Email blast campaign $3,000 Billboards	5 ads reaches 10,000 subscribers including business owners, CEO's, and marketing executives 500 book bags and 800 pens for new and potential students and businesses to keep WIU top of mind 5 email blasts reach 15,000 Quad City business professionals Busses running in the Iowa Quad Cities reach thousands of drivers daily in nearly every demographic
Priority 2c-Targeted Demographic initiatives	**Budget:**	**Rationale**
Goal-Maintain and increase current students and diversity student demographics from traditionally underrepresented racial and ethnic groups.	$ 3,300 Radio $ 2,900 Cable TV ads $3000 Billboards $1,000 Direct Mail	50 ads on WLLR #1 radio station in the QC area reaches a population of 84,667 and has the most listeners. 70 ads on WXLP or 97X, a heavily male dominated audience will supplement the campaign and specifically target males 18-34. 611 commercials with a 75.4% reach and 4.3 frequency, reaching 136,088 homes in a 15 county area including Peoria, Clinton and Jackson counties stations targeted to include a new male market and Univision to target Spanish speaking audience. Targeted mailing by major, sex and geographical area from FOIA Community College mailing lists
Priority 3-Awareness Campaign-Brand the quad Cities through recruitment materials such as the view book and logo items, just-in-time advertising (special sales or new advertising incentives) or "register now" and other public image opportunities including sponsorship of community events.	**Budget:**	
Goal-Increase awareness, support	$ 4,000 View book	Distribute to 4,500 potential students

admissions and recruitment efforts, and provides opportunities for community partnerships and outreach.	$ 5,000 Bus wraps $ 5,000 Riverfront archive video project $ 5,000 Billboards in strategic locations to promote Riverfront Projects, etc * $ 4500 folders for admissions, development, etc $ 1000 for promotional logoed items for admissions, career fairs, etc $4,900Radio $ 5,900 Television/cable ads	High tech commercial will appeal to an 18-24 target audience on specialized stations. Riverfront documentation can be used for information al video, commercial content and archives. Outdoor advertising reaches 89% of adults 18-34 on a weekly basis. 84,264 is the QC circulation Folders and promotional logoed items can reach up to 4,500 potential students and donors at community events, career fairs and community colleges keeping WIU top of mind. 148 spots on WLLR #1 QC Radio station has reaches a population of 84,000 has a 39.8 reach and a 7.4 frequency to all potential audiences, but especially the 18-34 target 496 ads reaching an 18-24 demographic with a 3.1 frequency and a 69.9% reach in up to 15 counties in Iowa and Illinois including Clinton
Priority 4-Program Specific or Niche Marketing	**Budget:**	
Goal-Program specific marketing will promote select academic programs to increase individual program enrollment.	$1000 Business Journal ads $1,000 Blast email Chamber campaign $800 Promotional logoed items $4,000 Cooperative Community College marketing	5 ads reaches 10,000 subscribers including business owners, CEO's, and marketing executives 7-10 blasts reach 18,000 QC business professionals in the QC area Giving away WIU logoed items to keep on desks keeps WIU top of mind. Notepads, water bottles, refrigerator clip/magnets and post-it pads 58 commercials on country station WLLR radio number one radio station with a 36.8 % reach and 6.8 frequency in the 18-24 demographic, direct mail to 3,000 current and prospective students, 3 chamber e-blasts reaching 9,000 to co-promote shared community college programs
	TOTAL BUDGET REQUEST: **$**82,600	

Examples of Marketing Cost Savings to the University

By taking advantage of special station sales, discounts and non-profit rates the University benefits with significant savings. In 2011/12, savings to the University totaled over **$33,124** for commercial and cable television, print ads, outdoor and radio. Establishing good relationships who know our marketing needs contribute to the University's media and marketing savings. Many times the sales professionals call WIU-QC first and offer sales and benefits to us before they're sold out.