

# **FY11 University Marketing Annual Report**

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## **Current Year**

### **Fiscal Year 2011**

#### ***I. Accomplishments and Productivity for FY11***

##### **A. University Marketing's Goals and Objectives for FY11**

For University Marketing, FY11 has seen the hiring of a new Vice President for Advancement and Public Services, Brad Bainter, and per his directive, a return to an increased focus on external institutional marketing, branding, and imaging efforts intended to appeal to WIU alumni, current students and parents, and prospective students and parents. As a result, University Marketing's work with the Admissions office decreased in FY11. An additional factor influencing University Marketing's reduced role in Admissions includes former Director of Admissions, Eric Campbell, leaving WIU for a new position in Florida. Al Harris was appointed Interim Director of Admissions from August 2010 through his retirement in January 2011 at which point Jessica Butcher took over the role until the arrival of the new Director of Admissions. A final factor in University Marketing's reduced role in Admissions is the continuation and expansion of WIU's work with Joe Watts from Noel-Levitz regarding the analysis and resulting recommendations/changes in WIU's Admissions policies and procedures including the number, kind, and variation of touch points in WIU's communication strategies with prospective students and parents. Joe Watts also began work on WIU's Quad Cities campus in addition to his main focus on undergraduate admissions at the Macomb campus.

University Marketing's goals and objectives for FY11 can be divided between Vice Presidential requests and the office's standard responsibilities within the context of a continued State of Illinois budget crisis resulting in significantly late payments to WIU and the continual challenge of marketing the University state-wide on a budget of \$100,000.

#### **FY11 Vice Presidential University Marketing requests include the following:**

1. **Increasing WIU's visual presence "in our own backyard."** This was accomplished through the following methods:

- The creation and installation of WIU banners in Macomb around the Courthouse Square, Chandler Park, and North Lafayette Street. This project resulted in an expanded, positive partnership between WIU's Physical Plant and the City of Macomb's Public Works Department.
  - The installation of two billboards at the intersection of HWY 67 and Rt. 9, just outside of Good Hope, next to Yesterday's Treasures. The combined installation date range for these boards is 7/1/10-6/30/11. One design features Rocky and welcomes drivers to WIU. The other design features Peoria native and WIU Student Rylee Russell.
  - Print ads in *The Voice's* August "Welcome Back WIU" edition and the area Lion's Club Annual District Calendar.
  - Banner ads on *The Voice's* website running in rotation from 7/1/10-6/30/11.
2. **Increasing WIU's visibility in major markets throughout the state while promoting the "WIU student experience."** This was accomplished through the following methods:

PEORIA:

- The installation of three billboards in Peoria with a combined installation date range from October 4, 2010-March 13, 2011. Boards were located near the Shoppes at Grand Prairie (SR 6 3330 ft N/O US 150 WS, Dunlap, from 11/1/10-12/26/10); and in Downtown Peoria (726 Adams ST SW 75 ft N/O Oak St ES from 10/4/10-12/26/10 and at 1-74 170 ft E/O Adams St. NS from 1/17/11-3/13/11). Designs featured Peoria native and WIU student Abby Chien.
- The showing of a new :30 video ad promoting WIU at Peoria's The Rave cinema and Willow Knolls 14 in December 2010 and February/March 2011.
- The showing of a new :30 video ad promoting WIU on WHOI TV.

SPRINGFIELD:

- The showing of a new :30 video ad promoting WIU at the Showplace Springfield12 cinemas in December 2010 and February/March 2011.

QUINCY:

- The airing of the new :30 video ad promoting WIU during the Leathneck Football playoff game versus Appalachian State on WGEM/FOX TV on 12/4/10.

- The installation of a billboard in Loraine from 1/1-11-6/30/11 featuring Bowen native and WIU student Justin Henry.
- The showing of a new :30 video ad promoting WIU at the Quincy Showplace 6 cinemas in December 2010 and February/March 2011.
- The airing of a new :30 video ad promoting WIU on KHQA TV.

#### CHICAGOLAND:

- The installation of three billboards with a combined installation date range from October 11, 2010-January 2, 2011. Boards were located along three major Expressways (I-90 Kennedy Xwy 1 ft N/O Belmont Av ES, Chicago, from 10/11/10-1/2/11 and featuring Hoffman Estates native and WIU student Faith; I-290 Eisenhower Xwy 0.7 mi W/O Harlem Av SS, Forest Park, from 11/1/10-12/26/10, featuring Arlington Heights native, Chelsea; Stevenson Xwy 0.25 mi E/O California Av SS, Chicago, from 10/11/10-1/2/11, featuring Belvidere native and WIU student Danielle Lee.)
- The showing of a new :30 video ad promoting WIU at the Cantera 30 cinemas in Warrenville; the Yorktown 17 cinemas in Lombard; and the Lincolnshire 20 plus IMAX cinemas in Lincolnshire during December 2010 and February/March 2011.

#### QUAD CITIES:

- University Marketing continued to have an illuminated sign centrally located in the Quad Cities airport in Moline, IL. The sign this academic year promotes WIU's status as a "Military Friendly Institution" according to *G.I. Jobs Magazine* and features WIU-QC BOTBA student veteran, Allen Porter. This concept and design was done in consultation with Tami Seitz, WIU-QC Director of Marketing and Public Relations.

#### SUMMIT LEAGUE:

- University Marketing provided a copy of the new :30 institutional video spot to the Summit League for inclusion in their video presentations and scrolls during March 2011 tournament games.

#### PROVOST OFFICE REQUEST:

- University Marketing assisted the Provost's office per the request of Associate Provost and Associate VP, Ken Hawkinson, with the Provost Office's external advertising efforts promoting summer school 2011. Assistance provided included information on advertising in select IL college newspapers and the purchase of a billboard 2 miles

north of Macomb on HWY 67. Designs were provided by University Relations.

FYI:

- University Marketing's type of outdoor media buys were informed by discussions with alumnus and marketing expert Karen Kolodzey and her husband and business partner, George Brigandi of Chicago based Brigandi + Associates. They recommended that WIU consider strategically placed static, illuminated, billboards in order to help increase WIU's visual presence in major IL markets within the context of our limited budget of \$100,000 to market the Macomb campus state-wide.
- Design and messaging strategies were informed by recommendations from Joe Watts of Noel-Levitz. Joe suggested that WIU focus more on utilizing its students from select geographic areas as models for ads and actors in TV spots in various IL markets. Joe also suggested utilizing quotes from the students concerning their student experience at WIU.
- In addition to the above initiatives, University Marketing attempted to have in-mall advertising in Springfield's White Oaks Mall and Peoria's NorthWoods Mall in December 2010. Unfortunately, Simon Malls was unable to work with WIU due to the amount of work their legal department would have incur in order to satisfy WIU's and the state's required contracts and addendums. University Marketing also approached Oakbrook Center, Northbrook Court, and JCDecaux concerning advertising options at Woodfield Mall for December 2010. All three Chicagoland malls had sold out of all of their holiday advertising options by early to mid 2010.

Standard responsibilities of the office of University Marketing for FY11 include the following:

- Establishing and promoting a consistent brand for Western Illinois University.
- Developing and promoting a design and messaging strategy that supports the University's brand and conveys the University's market advantage (and/or point(s) of differentiation) through partnerships with Admissions, University Relations, Document and Publication Services (DPS), and the Internet Technology Advisory Committee (iTAC).
- Communicating the Administration's marketing philosophy and priorities while integrating the University's brand and messaging strategies across the Macomb and Quad Cities campuses, the colleges, and other University units. One of the

main ways this is achieved is through the monthly University Marketing Working Group (UMWG) meetings plus the monthly group, and one-on-one meetings, with the college marketers. This forum is also a time to keep the campus marketers abreast of national marketing trends. University Marketing does this in a variety of ways, for example hosting the Stamats “TeensTalk” Webinar per the request of UMWG members in September 2010.

- Serving as a professional marketing resource for units across both campuses through committee service, individual and/or group consults. Active committees include Master Planning, iTAC, Social Media Working Group, Mobile Marketing and Fundraising Task Force, and WIU’s Higher Learning Commission North Central Association (HLC NCA) reaccreditation committees.
- Managing the University’s trademark and licensing program to safeguard the integrity of the University’s brand and identifiers for both on-campus entities and off-campus manufactures.
- Managing the University’s participation on behalf of the President’s office in PBS TV’s Network Knowledge program through the Springfield PBS affiliate.
- Communicating and integrating the University’s brand and messaging strategies to our internal (on-campus) audience in addition to our external (off-campus) audience of prospective students and their parents, alumni, and donors through a variety of promotional mediums. (Dependent on availability of funding levels.)
- Promoting Western Illinois University and its Macomb campus locally, regionally and nationally. (Dependent on availability of funding levels.)
- Providing K-12 teachers and students with WIU promotional materials when requested such as WIU pennants, window decals, and view books.

**B. University Marketing’s most important accomplishments for FY11 and how they support the goals and objectives of the University, including specific Strategic Plan accomplishments.**

University Marketing’s mission, functions and annual operations are informed by the University’s Strategic Plan, *Higher Values in Higher Education 2008-2018- An Action Agenda for Western Illinois University*. In sum, literally all of University Marketing’s Vice Presidential requests and standard responsibilities serve the following goals and select sub-goals of the Strategic Plan because University Marketing’s purpose is the promotion of 1) the University, 2) its points of distinction, 3) its four core values and 4) its brand to targeted and generalized internal and external audiences:

University Marketing is particularly proud of the following four FY11 accomplishments which support the following Strategic Plan goals:

“Goal No. 1: Focused Recruitment and Retention” of the University’s Strategic Plan for b) promoting the University’s statewide, regional and national leadership in affordability and cost predictability for undergraduate and graduate education;” and “d) Enhancing the integrated marketing campaign to increase external awareness of Western Illinois University; the achievements of students, faculty, staff and alumni.”

1. **University Marketing’s ability to help the new Vice President of Advancement and Public Services re-instate a focus on external institutional marketing, branding, and imaging efforts intended to appeal to WIU alumni, current students and parents, and prospective students and parents.**  
Examples include state-wide outdoor, cinema and TV advertising plus local outdoor advertising efforts such as the production of a new :30 video spot with University Television (UTV) that promotes WIU and the creation and installation of WIU banners on city property in Macomb.
2. **University Marketing’s role in WIU’s FY11 accreditation review.** University Marketing served on two University Criterion Committees in preparation for Western’s February 2011 accreditation visit by the Higher Learning Commission (HLC) and the North Central Association (NCA). In addition to these two accreditation review criterion committees, University Marketing participated in several other university-wide committees that were of interest to the HLC and NCA accreditation review committee including the Master Planning Committee, iTAC, and the University Marketing Working Group. As a result, the Director of University Marketing participated in approximately half of the accreditation interviews. University Marketing also played a key role in the sharing of information and coordinating participation by the marketing and communication staff across the university during the accreditation process. University Marketing was most pleased with the HLC and NCA’s recommendation after its accreditation review visit that WIU retain its accreditation status for ten more years, the maximum time permitted by the commission.
3. **University Marketing’s role in working with Admissions and Joe Watts from Noel-Levitz.** During FY11, University Marketing’s participation in sessions with Noel-Levitz and Admissions increased. University Marketing was particularly pleased that the UMWG was included in multiple sessions during FY11. University Marketing played a key role in the sharing of information and coordinating participation by the marketing and communication staff across the university for these sessions which focused on integrated marketing, messaging suggestions, and improved and increased communication amongst faculty, chairs, Dean’s offices, and Admissions regarding recruitment efforts.

The FY11 marketing recommendations from Joe Watts can be summed up by his remarks that WIU does an excellent job promoting facts about the University. What WIU can improve upon is communicating the benefits and outcomes of a WIU education in ways that appeal to its target audiences.

4. **University Marketing's role in WIU's Mobile Marketing and Fundraising Task Force.** With the appointment of a new Vice President for Advancement and Public Services, the oversight of the Mobile Marketing and Fundraising Task Force transferred from Jackie Thompson, Vice President of Administrative Services, to Brad Bainter. University Marketing was asked to help keep this project moving forward. During FY11, thanks to members of the Task Force and the services provided by Richard Chamberlain and his team of technologists at CAIT and University Web Support Services, WIU went live with its first mobile site in December 2010 for alumni. A general WIU mobile site is currently in development with mobile sites for the Annual Fund, Admissions, and possibly Athletics to follow.

These four major accomplishments also support the following strategic plan goals:

- Goal 2: Enrich Academic Excellence
- Goal 3: Provide Educational Opportunities
- Goal 4: Support Personal Growth
- Goal 5: Promote Social Responsibility
- Goal 6: Demonstrate Accountability

### **C. Measures of productivity by which University Marketing's successes can be illustrated.**

Measuring University Marketing efforts can be a challenge. The desired outcomes of University Marketing are many and involve multiple audiences. Audiences include the general populace in addition to more targeted audiences of alumni, donors, current students and parents, and prospective students and parents. Examples of desired outcomes include an increased awareness of WIU; increased knowledge of WIU's distinctive programs, policies, faculty, staff, and students; increased student applications; increased student enrollment; and increased donations- all of which can be measured.

According to the owners of the renowned Chicago-based marketing firm Brigandi + Associates, alumnus Karen Kolodzey and her husband George Brigandi, it is virtually impossible to show that one specific promotional piece led a student to enroll at WIU. It takes a mix of promotional materials and a variety of mediums that are utilized as part of a comprehensive institutional communications and marketing plan over time in order to generate the variety of desired responses across all audiences.

However, some forms of measurement still need to be utilized to inform advertising buys and the work of University Marketing. With the advice of Brigandi + Associates University Marketing can measure its productivity and advertising buys in the following ways:

**1. Promotional items and University service: The amount and kind that are produced during a fiscal year and the amount and kind of University service performed.** Select examples for FY11 include the following items:

- the creation and installation of 80 WIU banners on three areas of city property in Macomb.
- the creation of a new :30 video spot promoting WIU and the arrangements made to have it air in seven cinema multiplexes in six cities throughout the state, two TV stations in two cities, and during the Summit League basketball tournament from October 2010-March 2011.
- The creation and installation of ten WIU billboard designs in five cities throughout the state. The billboards ran during a variety of date ranges from October 2010-March 2011.
- Service on two criterion committees in preparation for the HLC NCA accreditation visits in February 2011 plus active participation in half of the actual accreditation review interviews.
- For a more complete list of promotional items produced and University service provided, please see section “I. Accomplishments and Productivity for FY11; A. University Marketing’s Goals and Objectives for FY11” of this report.

2. **Examining the reach of each form of media purchased.** 1) Most media outlets and their advertising inventory are measured using industry standards to determine the reach of their media through categories such as circulation numbers for print publications, number of viewers for TV stations and programs, and the amount of traffic on roadways where billboards are posted. University Marketing examined this data before making media purchases. For example, depending on the location of the billboards in Peoria, the daily effective circulation, or numbers of daily travelers going past each sign, ranged from 16,350 in Dunlap near the Shoppes at Grand Prairie to 42,430 travelers near the Adams Street exit in downtown Peoria. In Chicago, the weekly “eyes-on” impressions ranged from 367,800 on the Kennedy Expressway near Belmont to 560,100 on the Eisenhower Expressway near Harlem Avenue. The cinemas ranged from 201,000 annual visitors at the Quincy Showplace 6 to over one million at the Cantera 30 in Warrenville.

2) Data can also be examined during the time period of the media run. For example, knowing it would be a huge tween and teen draw, University Marketing chose to have our :30 video ad in cinemas the weekend of February 11, 2011 for the opening of Justin Bieber’s *Never Say Never* concert film. That film opened at the top of the box office, generating \$30, 260,000 in ticket sales.

3. **Audience Surveys:** Admissions agreed to add a line asking what advertising the students and parents had seen about WIU to the survey handed out at Discover Westerns. For example, A survey report sampling from the October 11, 2010 Discover Western showed the following ranked highest to lowest: website (177), facebook (47), viewbook (27), newspaper/magazine (24), TV (21), radio (8), billboard (6), mailed flyers (2).
  
4. **Driving your audience to the web through your advertising message and measuring the resulting hits on select web pages.** General URL and vanity URLs can be utilized for this purpose. Web hits for WIU's home page and admissions page continue to show extremely high while vanity media URLs are significantly lower in comparison.

General marketing principles maintain that the more reach and frequency a message has, the more it will be present in the mind of the consumer. In other words, the amount and variety of media that can be purchased will affect the awareness of the product or organization in the mind of the consumer. Due to University Marketing's limited budget of \$100,000, University Marketing is not able to saturate the marketplace with enough impressions to generate a significant response rate for WIU vanity URLs. Another challenge is that due to WIU's technology policies, vanity URLs for WIU must be long. Therefore, they are harder to remember and to read in a visual piece such as a billboard. As a result, from October 1, 2010-March 18, 2011, during the period the vanity URLs were used on billboards and in cinemas, the Chicago billboard vanity URL, [wiu.edu/discover](http://wiu.edu/discover), generated 7 page views; the Peoria vanity URL, [wiu.edu/explore](http://wiu.edu/explore), generated 8 page views; and the vanity URL used in the cinema and TV video ad across the state, [wiu.edu/behere](http://wiu.edu/behere), generated 18 page views.

In comparison, from October 1-March 18, in FY11, WIU's home page had 2,674,791 page views versus 2,779,234 in FY10. WIU's Admissions page had 155,676 page views in FY11 versus 132,258 in FY10. There were more University Marketing advertising initiatives in FY11 than in FY10. The increase in University Marketing may have helped to generate this increase in page views on the admissions page.

**D. Describe how University Marketing used any of the following categories of funds to enhance accomplishments and productivity:**

1. Western Illinois Foundation funds: **Thanks to VPAPS Brad Bainter and the Foundation Board, Foundation funds helped to cover expenses for University Marketing Vice Presidential initiatives until appropriated dollars arrived from the state. By the end of FY11, the Foundation may have paid from \$5,000-\$10,000 dollars over and above University Marketing's annual appropriated budget of \$100,000 for the extension of outdoor advertising in Peoria and the addition of outdoor advertising in Loraine.**

2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside: **Not applicable**
3. Grants, contracts or local funds: **Not applicable**
4. Internal Reallocations: For reallocations over \$20,000, identify the amount, area that was reallocated from, and the priority that funds supported: **Not applicable**
- 5. Other fund sources:**

- Depending upon the availability of funds, the office of the Vice President of Student Services may be able to make \$10,000-\$15,000 available for University Marketing for advertising initiatives done in consultation with Admissions. After meeting with University Marketing, Interim Director of Admissions Jessica Butcher is discussing fund availability and advertising initiative ideas with VPSS Garry Johnson.

## **II. Budget Enhancement Outcomes for FY11**

University Marketing has not received an increase in funds for FY11. University Marketing received its standard appropriated budget of \$100,000 with the possibility of an additional \$5,000-\$10,000 coming from the Foundation for the extension of outdoor advertising in Peoria and the addition of outdoor advertising in Loraine through winter 2011. Also, the office of the Vice President for Student Services may be able to make \$10,000-\$15,000 available for University Marketing advertising initiatives done in consultation with Admissions. If funds are available, University Marketing and Admissions might purchase TV ad time on Quincy's WGEM, Fox, and CW stations during select programs for spring sweeps such as tween and teen favorites *The Vampire Diaries* and *Gossip Girl* and the nightly news for parents.

**Vendor Supplied Added Advertising Value:** During FY11, several companies supplied advertising time to WIU and University Marketing at no charge. Specifically,

- When the President's Office elected to cut the PBS Network Knowledge program from the FY11 Budget due to the state's budget crisis, the Springfield PBS station decided to give WIU one full year of participation in the program at no charge. This is a value of \$10,000.
- Due to the cinema companies strict video ad insertion guidelines and payment penalties and WIU's need to submit a revised version of its :30 video ad, WIU was given two additional weeks of advertising from February 25-March 10, 2011 at all seven cineplexes at no charge. The result was \$6,604 in additional advertising value from National CineMedia (NCM) plus an additional \$748 in advertising value from ScreenVision for a total of \$7,352.
- FY11 was the final year in a three-year gift-in-kind from Leo Henning to John Maguire for use on Peoria's WHOI and Quincy's KHQA TV stations. The FY11 value was \$10,000.

- Lastly, by being able to move one of our Peoria billboards from near the Shoppes at Grand Prairie to an identically sized billboard downtown, WIU was able to recycle an existing vinyl sign. This resulted in a savings of \$1,260 from Adams Outdoor in printing charges.

**These four items resulted in an additional \$28,612 in advertising value at no charge to University Marketing during FY11.**

## **Budget Year**

### **Fiscal Year 2012**

#### ***III. Major Objectives and Productivity Measures for FY12***

- A. List the most important goals and objectives University Marketing will pursue in FY12, and how these actions will be measured/assessed.**

**The most important goal and objective for University Marketing in FY12 is to continue the work begun in FY11 of assisting the Vice President of Advancement and Public Services with increasing focus on external institutional marketing, branding, and imaging efforts intended to appeal to WIU alumni, current students and parents, and prospective students and parents.** In FY12, University Marketing intends to continue, and if a budget increase is granted, to expand upon, the following VPAPS's FY11 University Marketing priorities:

1. Increasing WIU's visual presence "in our own backyard."
2. Increasing WIU's visibility in major markets throughout the state while promoting the "WIU experience."

University Marketing expects to accomplish this by continuing, and if budget permits, expanding the specific initiatives outlined in Section I."Accomplishments and Productivity for FY11; A. University Marketing's Goals and Objectives for FY11" of this report. For example, if University Marketing's budget is doubled, then billboards could run for six months in FY12 instead of just three months as in FY11. Another option would be to purchase twice the number of billboards in FY12 than in FY11 and run them for the same length of time as in FY11.

University Marketing will discuss with the VPAPS which messaging and design strategies to undertake for FY12. Specifically, how does University Marketing want to

address and incorporate the following suggestions from Joe Watts from Noel-Levitz:

- WIU could focus more on utilizing its students from select geographic areas as models for ads and actors in TV spots in various IL markets. Joe also suggested utilizing quotes from the students concerning their student experience at WIU. (This was done in FY11. Continue it in FY 12?)
- WIU does an excellent job promoting facts about the University. What WIU can improve upon is communicating the benefits and outcomes of a WIU education in ways that appeal to its target audiences. (How to do this?)

During FY12, University Marketing will continue its standard responsibilities as also identified in Section I. A. of this report.

### **Measurement/Assessment of FY12 University Marketing Goals and Initiatives**

If acceptable to the administration, University Marketing can continue utilizing its FY11 measurement tools that were suggested by Brigandi + Associates to assess University Marketing's work, the reach/amount of visibility of advertising buys, and any measureable actionable results that can be gleaned from media buys. These options are outlined in detail in Section I. C. of this report and include the following:

- Promotional items and University service: The amount and kind that are produced during a fiscal year and the amount and kind of University service performed.
- Examining the reach/amount of visibility for each form of media purchased.
- Audience Surveys ("How did you hear about us/What did you see on us?")
- Driving audiences to the web through general or vanity URLs and measuring the resulting hits on select web pages.
- Student applications, student enrollment, and donations to WIU can also be measured and examined for any increases or patterns.

### **B. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items.**

Literally all of University Marketing's Vice Presidential requests and standard responsibilities serve the following goals and select sub-goals of the Strategic Plan because University Marketing's purpose is the promotion of 1) the University, 2) its

points of distinction, 3) its four core values and 4) its brand to targeted and generalized internal and external audiences:

University Marketing's work supports the following Strategic Plan items:

- Goal No. 1: Focused Recruitment and Retention: b) promoting the University's statewide, regional and national leadership in affordability and cost predictability for undergraduate and graduate education and d) enhancing the integrated marketing campaign to increase external awareness of Western Illinois University; the achievements of students, faculty, staff and alumni.
- Goal 2: Enrich Academic Excellence
- Goal 3: Provide Educational Opportunities
- Goal 4: Support Personal Growth
- Goal 5: Promote Social Responsibility
- Goal 6: Demonstrate Accountability

**C. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).**

University Marketing expects its Vice Presidential visibility/awareness/promotional goals combined with the office's standard annual responsibilities, to be long-term (5+ yrs). This is due to the fact that marketing, branding, and awareness building are ongoing processes that take many years to establish. Then, once established, a solid brand presence must be maintained by a consistent presence in the marketplace in order to keep brand position and recognition (to remain "top of mind" for the college-bound public in Illinois). In essence, promoting a product or organization is never done if the product or organization is to remain a top consumer option in the marketplace.

#### ***IV. Technology Goals and Objectives***

**A. List the most important technological goals and objectives University Marketing will pursue in FY12, and how these will be measured/assessed.**

University Marketing will continue to serve on Western's Mobile Marketing and Fundraising Task Force. This task force is exploring ways that Western could centralize and utilize mobile as another marketing and fundraising platform across the University. In December 2010, WIU successfully launched a mobile web site for alumni. A general WIU mobile site is currently in development with mobile sites for the Annual Fund, Admissions, and possibly Athletics to follow during the remainder of FY11 and into FY12. After these four areas have their mobile web sites, the rest of the University community may begin to create their own mobile sites using a template system that is being incorporated into WIU's CMS program. Once the various mobile sites are live,

University Marketing and other areas on campus can explore how such sites can be harnessed for specific marketing and fundraising initiatives.

University Marketing will continue to work with University Relations, Admissions, and the University Marketing Working Group on ways that social networking and new media technologies can be utilized/made relevant and engaging for prospective students and their parents plus the current on-campus community (Facebook, Twitter, YouTube, etc.). University Marketing will also continue to work as a part of the iTAC group to keep the University web site fresh, compelling, informative, user-friendly and relevant for prospective students and their parents and the current on-campus community. The use and effectiveness of social media, our web site, and mobile sites can be measured by the number of hits received, the number of members/friends added and the number and kind of responses/questions/inquires received. Surveys can also be done to determine what the users like or don't like about Western's use of these technologies and networks plus the look, purpose, and functionality of Western's web and mobile sites.

**B. Describe how these objectives build upon goals in divisional and/or institutional strategic plans.**

Creating a mobile platform for WIU, improving Western's web site, and increasing Western's use of social networking/new media directly relates to University Marketing and its related Strategic Plan goals and objectives as the web is now one of the primary ways prospective students/parents and current students and University employees seek information. Social networking and new media are two of the top ways that prospective students and current students communicate with each other. In terms of basic marketing philosophy, it is best "to meet your target audience(s) where they already are." So, in this case, Western needs to continue its social networking, new media, web site and mobile work in order to meet perspective students and current students where they already "live". Then WIU can communicate with them through their preferred communication platforms. This also relates to the Strategic Plan's "Goal No. 2: Enrich Academic Excellence: f) increasing the virtual and physical information experience, including anytime, anyplace delivery of information to the University and surrounding community."

**C. For each technology item, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).**

Keeping current, or preferably ahead, of evolving technological communication tools will be an ongoing, long-term (5+ years) charge.

**V. Internal Reallocations and Reorganizations: Western Illinois University-Macomb:** Not applicable

**VI. Internal Reallocations and Reorganizations: Western Illinois University-Quad Cities:** Not applicable

**VII. New Operating Resources**

- A. Identify, in priority order, requests for additional operating funding in a spreadsheet.
- B. On this spreadsheet, please be sure to indicate whether you are seeking one-time or continuous funding. If you are seeking continuous funding, identify whether it is for a period of years or a permanent base increase.
- C. Complete an *FY12 Budget Request Form* for each request listed in “A”.

**VIII. Facilities Requests:** Not applicable