

Marketing and Communication divisional plan

Strategy:

Build the TCU brand by utilizing the University's strategic plans (academic and physical campus master plan), market research and external trends to ensure advancement of TCU's distinction among targeted constituents and differentiation in the higher education marketplace resulting in:

- Increased visibility
- Well-established relationships
- Donor recruitment
- Student recruitment

Tactics:

1). Centralized communication and marketing process

- Agency approach (full turnkey services)
- Account executives
- Message-on-a-page (updated on a yearly basis; developed from University plans and external market research)
- Sub brand identities built within TCU graphic standards
- Management team
- Other resources (stylebook, graphic standards, image library, social media best practices)

2). Marketing advisory board

- Ensure integrity of brand across campus

3). Special strategic initiatives

- Visibility
- Athletics
- Admission marketing
- Events coordination committee

Process:

Admissions Support

1). Function as an account executive for admissions identifying special initiatives, admission goals in targeted cities, collateral needs, communication needs, social media needs etc.

2). Maintain brand and graphic standards in production of materials, campus tours, speeches, etc.

3). Assist in finding students for special marketing and communication projects, such as advertising campaign, Campaign communication initiatives, etc.

Action items:

- a). Implement self-guided tour on Gowalla and Foursquare
- b). Use i-nigma codes on printed pieces as it makes sense
- c). Highlight technology, facilities, connections, Fort Worth in marketing materials
- d). Develop strategic outreach to high school counselors that addresses financial aid concerns of high school students so TCU's position is well understood. Monitor use of private guidance counselors to determine if outreach necessary here as well

Church Relations

- 1). Identify and implement initiatives that highlight the importance of TCU's connection to the Disciples of Christ Church
- 2). Build relationships with Church leadership at the local, regional and national level
- 3). In conjunction with admissions and advancement, work to identify potential students and donors
- 4). Identify methods to clarify TCU's relationship with the Church and the use of those messages in appropriate University and Church collateral pieces
- 5). Communicate TCU's relationship with the Church to students, faculty and staff

Action items:

- a). Identify opportunities to enhance and raise visibility of Minister's Week with local, regional and national ministers in Church
- b). Identify appropriate online communication tools to more efficiently communicate TCU's church relationship

Development Communications

- 1). Write Chancellor's speeches and those of other key administrators as feasible for major on and off-campus speaking events or to ensure integrity of brand communication
- 2). Write Chancellor communication for written publications to ensure highest level of brand communication with key, targeted audiences

3). Function as account executive for advancement and assist with development of all collateral materials and special initiatives as needed (i.e., Campaign communication material, programs for new facility dedications, social media initiatives)

Action items

a). Maintain stylebook and update on yearly basis

b). Identify schedule/functionality of Outlook based on consultation with Vice Chancellor for Finance and Administration

c). Survey readers of Outlook to determine effectiveness of publication

Office of Communication

1). Account executives develop strategic marketing and communication plans for each school, college, center, institute and administrative department

2). Utilize marketing and communication staff resources as needed to develop and implement marketing and communication strategies

3). Use the message-on-a-page to identify the people, programs, and events that support TCU's distinctions and sub brand distinctions and use marketing and communication strategies to advance that information

4). Work with Dick Jones, TCU's national media consultant, to identify key media markets

5). Use converged media (audio, photography and video) to communicate TCU with stakeholders

6). Build regional visibility through comprehensive advertising campaign; integrate special initiatives to reach identified target markets, which are implemented through work with Admissions staff; evaluate effectiveness from time-to-time; work with schools/colleges to implement advertising plans and continue to assist advertising of fine arts programs in local fine arts guides

7). Develop effective internal communication strategies to increase understanding of TCU brand among faculty and staff

Action items:

a). Develop strategy with Dick Jones to reach targeted market areas in Houston, Austin, California and Illinois. Work with admissions marketing to identify which markets are most likely to provide an ROI.

b). Coordinate with Dick Jones media visits/interviews with key media in target markets (see above) as well as east coast media for Chancellor, Provost, deans and other TCU experts. Coordinate visits with media in conjunction with key administrators travel to these areas for conferences, alumni visits, donor visits.

c). In coordination with admissions, identify/implement visibility campaigns in California/Houston/Austin/Illinois to increase visibility and recruitment in those states

d). Develop a crisis response plan for use with social media sites that coordinates with crisis communication plan but also outlines steps if a social media page is 'hijacked'

e). Highlight TCU's facilities in marketing/communication collateral pieces

Publications

1). Maintain TCU's graphic standards through the production of collateral materials such as billboards, brochures, ads, TV spots, etc.

2). In coordination with the account executives, develop appropriate sub brand marks for TCU's schools/colleges and departments

3). Provide creative lead on identified, reputation-defining collateral materials for TCU's schools, colleges and departments

4). In coordination with director of communication and vice chancellor for marketing and communication, approve use of TCU's logo by outside entities for use with approved CLC products, short term usage by non profits, or use by businesses with an established TCU partnership

5). Identify outside vendors to assist with publication design and coordinate use of such vendors to ensure integrity of graphic standards of TCU's publications

Action items:

a). Maintain and update graphic standards manual (in coordination with VC Marketing and Communication)

b). Continue to utilize Basecamp for development of creative materials for campus entities

Special Events and Community Projects

- 1). Plan, coordinate and design special official events such as Commencement, Convocation, Schieffer Symposium, etc., in accordance with TCU's brand
- 2). Use events as opportunity to further define TCU's unique brand and raise its visibility in the community and among targeted constituents
- 3). Oversee events committee to ensure coordination of TCU's major events as well as appropriate TCU branding at major events
- 4). Maintain relationships with key city leaders at major Fort Worth organizations, especially all the Chambers of Commerce, the CVB, Downtown Fort Worth, and the City

Action items

- a). Begin events committee meetings
- b). Use new technology as it makes sense pertaining to events (i-nigma, etc.)

TCU Magazine/Editorial Services

- 1). Monitor trends and continue to identify cost-effective and cutting-edge methods to produce and disseminate quality magazine
- 2). Provide strategic advice and writing services for other projects as is feasible
- 3). Utilize freelancer writers and photographers as necessary to help produce Magazine
- 4). Utilize editorial priorities to identify reputation-defining stories that define TCU's brand as outlined by the message-on-a-page document to ensure alumni continue to understand TCU's position in the marketplace

Action items:

- a). Monitor, on an annual basis, shifting alumni demographic
- b). Monitor printing and mailing costs for dissemination of Magazine, especially as classes get larger
- c). Identify potential for Magazine to use iPad as platform for distribution

Website management

- 1). Develop websites and social media for schools, colleges, departments, institutes and administrative departments that adhere to TCU's graphic standards to ensure continued visibility and advancement of TCU's brand
- 2). Utilizing account executives, ensure key messages of aforementioned units are included in website and social media development
- 3). Prioritize development of websites and new media in conjunction with account executives and message-on-a-page document
- 4). Identify and hire vendors to assist areas with website development and social media; work with vendors to ensure adherence to TCU's brand and graphic standards
- 5). Manage home page development and tracking to ensure effectiveness of page
- 6). Ensure TCU's visibility in SEO based on key messages related to the University as well as its various names and abbreviations and names of schools, colleges, departments, centers and institutes.
- 7). Examine technology trends in social media and determine feasibility of use to advance, and facilitate relationships with targeted TCU audiences. Evaluate effectiveness of new media from time-to-time

Action items:

- a). Purchase an analytics system to determine effectiveness of home page
- b). Utilize Basecamp to facilitate prioritization of website and social media development projects
- c). Develop an SEO keyword listing for use by the Marketing & Communication team when posting information online (news/events headlines)
- d). Monitor trends related to social media and advise use of these trends by Marketing & Communication or the University to achieve better communication/connection with targeted audiences
- e). Maintain and update social media best practices in coordination with social media committee members
- f). Develop social media trainings for TCU employees charged with managing official TCU social media sites for various schools, colleges, departments

g). Password protect the image library; continue working with editorial services on image library and work to encompass video into this archival system

Additional support:

Chancellor support

1). Advise Chancellor on issues of crisis communication

2). Identify and build an appropriate communication plan to assist Chancellor with internal communication among key audiences:

Trustees

Faculty, staff and students

Parents

Action items:

a). Assist Chancellor with primary internal communication including:

- Welcome letter to incoming freshmen
- Welcome back e-mail to faculty and staff (fall/spring)
- Tuition letter to families
- Christmas e-card to campus

Athletics

1). Work with athletics marketing to identify outside vendors to assist with development of overall marketing plans or special initiatives

2). Work to make sure any outside vendors adhere to TCU's graphic standards and support TCU brand

3). Identify branding issues among individual sport uniforms and collateral pieces

4). Provide design, writing services and website/social media assistance when feasible

Research

1). Conduct research on a regular basis to identify marketing issues and implement solutions to ensure continued advancement of TCU in the marketplace

2). Utilize research to refine message-on-a-page or other collateral pieces that position TCU in the marketplace

Action items:

a). Conduct research utilizing College Board data of admitted enrolling/non enrolling students to identify trends or other marketplace considerations