



MOREHEAD STATE UNIVERSITY

Quality education for every generation.

MARKETING PLAN 2005-2006



Visit us and see what we have to offer *you!*

Introduction

At Morehead State University, the marketing process is a logical extension of the strategic planning process. Marketing encompasses the continuum from making decisions about which academic *programs* will be offered to providing those programs at a *place* and *rate* students are willing and able to access them.

The marketing plan of the University outlines critical marketing strategies and the *communication methods* used to assist in accomplishing institutional objectives. Information about academic programs, educational outcomes, delivery methods and tuition policies is found in the University's strategic plan, strategic enrollment management plan and other key planning documents.

Marketing tactics

While marketing strategies are developed to help accomplish expected outcomes, key marketing tactics are used to support many of those strategies. One of the basic tactics is utilizing a consistent design for marketing materials, making University messages easily recognizable by the public. Printed promotional pieces, including open house guides, scholarship brochure and scholarship guide, will incorporate this consistent look.

Morehead State University will use “**Quality education for every generation**” as the tagline in advertising and on publications. This tagline was developed and is being implemented for the following reasons:

- It focuses on the primary, consistent institutional message of quality academic programs. This claim can be substantiated by academic programs through success rates on licensure exams, earning and maintaining accreditation, and student success as demonstrated by professional acceptance rates.
- It fosters diversity. “Generation” has taken on added meaning, and now often refers to groups who have common interests, experiences and backgrounds in addition to an age cohort.
- It is relevant to traditional and non-traditional student audiences.
- It acknowledges past and present successes by students, faculty and alumni, while implying continued emphasis on quality.

The **top 25 ranking** by U.S. News & World Report will continue to be incorporated as a consistent element of marketing materials. This further supports the emphasis on quality.

Prospective students and parents who visit campus like what they see and are overwhelmingly positive about the experience, especially after meeting with faculty and staff. We will continue to implement “**drive to campus**” tactics focusing on bringing more potential students and parents to campus, as a campus visit is a strong predictor of

applying and enrolling. Recruitment events, including open houses, will receive significant emphasis. Marketing materials will include a call to action, “Visit us and see what we have to offer you!”

The MSU Web site will continue to be a critical tool in effectively communicating with all audiences, and as such will receive special emphasis. The content management system being developed during the past year will launch with updated design, functionality and content. Design of Datatel Web elements will begin this year.

A media plan outlining advertising projects designed to support marketing strategies will be implemented throughout the year. Advertising projects that will be deployed include open house promotion and diversity initiative support. Special emphasis will continue to be given to promoting the Space Science Center. This initiative continues to have a positive halo effect on the academic reputation of the entire institution.

Marketing plan outline

Marketing plan strategies address the following elements:

- Audiences** Reaching audiences includes focusing externally on prospective students and other key constituencies as well as internally on those providing academic services and student support. Faculty and staff are critical partners in the communication flow.

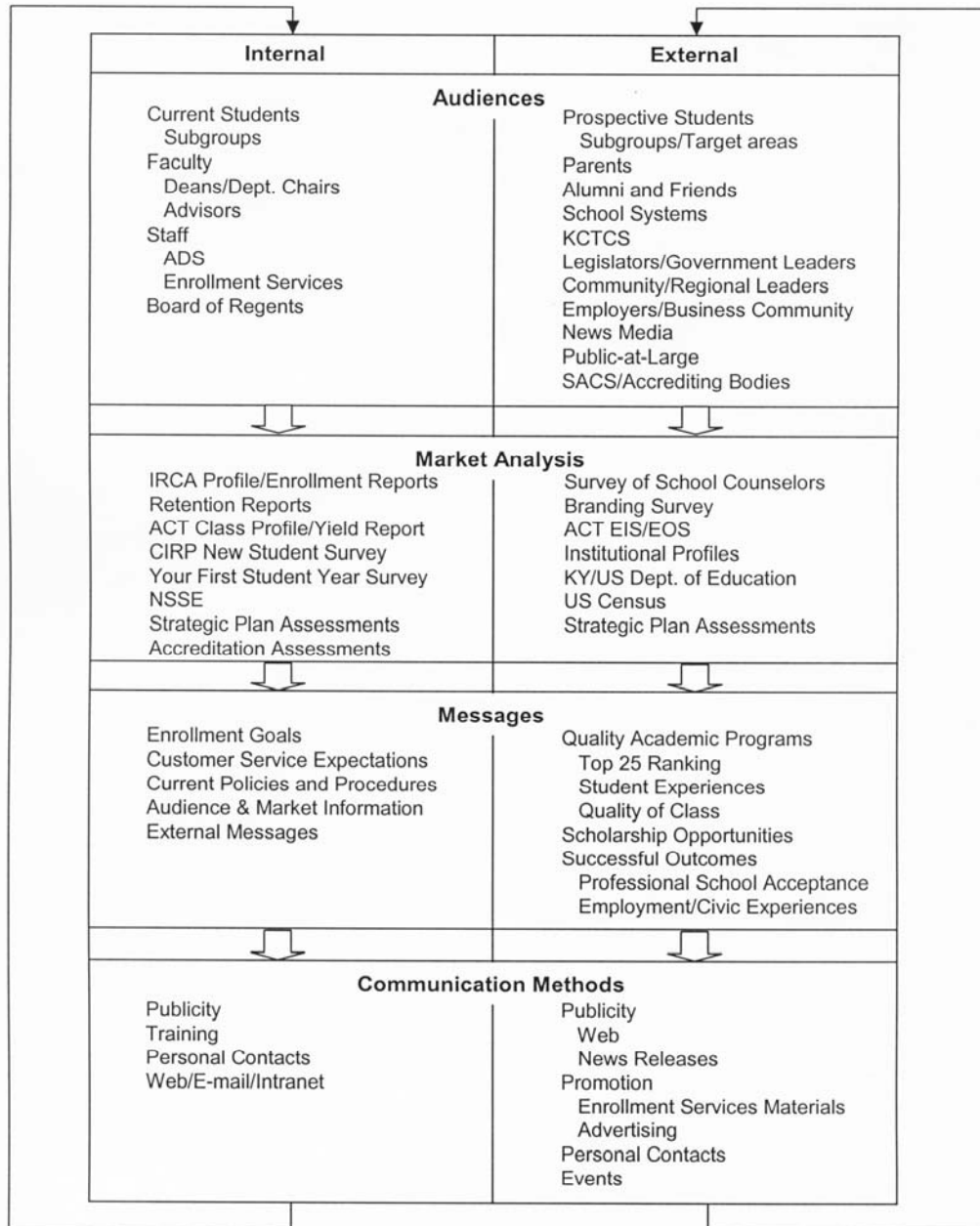
- Market analysis** Market analysis provides a foundation for making decisions regarding prioritization and allocation of promotional resources. Determining external market potential and assessing internal outcomes help guide those decisions.

- Messages** Conveying consistent institutional messages is critical to leveraging limited resources in order to achieve maximum impact. Communicating enrollment goals and expected educational outcomes assists faculty and staff in planning.

- Communication methods** Reaching prospective students requires using different methods at different stages in the decision process. Mass media and direct marketing are more relevant to building awareness, while personal contacts are critical at the point when prospective students are making a commitment.

An overview of the marketing process, depicting the relationships and flow among these elements, is found on the following page.

Overview of marketing process



This overview is not intended to present a comprehensive list. The list of possible subgroups of current and prospective students alone would be extensive. It should illustrate the interdependencies and continuous flow of the marketing process.

Marketing strategies

Following analysis of enrollment trends, market changes, competitive activity and institutional capacity, University administration established a headcount enrollment goal of 9,700 for the 2006-2007 academic year. In brief, the University has experienced declining total headcount enrollment, declining numbers of service region high school graduates, increased demand for more convenient program delivery methods and increased competition for providing readily accessible academic programs.

The marketing strategies included in this plan will support enrollment strategies for Fall 2006 and other mission-critical functions of the University.

Marketing strategies for attracting and retaining target audiences

Expected Outcome: Increase enrollment of better-prepared students (50 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Prospective students; ethnic minority students; parents; school systems staff; KCTCS; deans/dept. chairs; Enrollment Services	Mean composite ACT Score; GSP/GSA alumni; ethnic minority enrollment and retention; transfer student enrollment; scholarship retention and fall-to-fall retention of scholarship recipients	Enhanced scholarships, diversity scholarships, transfer scholarships; GSP at MSU; Top 25 ranking; successful outcomes	Produce scholarship brochure and guide, post guide on Web, news release, provide guide to school counselors, provide campus copies; incorporate scholarship opportunities in advertising, including college guides

Expected Outcome: Increase market share in service region (90 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Service region prospective students; parents; alumni; school systems staff	Service region high school graduates by county; service region FTFR by county; competitive institutions FTFR by county; ACT yield report	Scholarship opportunities; event dates; Enrollment Services visit dates; registration opportunities; free high school class, dual credit and cadet opportunities; KHEEA loan forgiveness option for nursing and education	Enrollment Services recruitment materials; enhanced Web content; advertising in service region counties; Enrollment Services visits; news releases; events, including open house and SOAR

Expected Outcome: Increase market share in Kentucky outside the service region (25 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Prospective students; parents; alumni; school systems staff in Kentucky outside the service region	High school graduates by county; FTFR by county; competitive institutions FTFR by county; ACT yield report	Scholarship opportunities; event dates; Enrollment Services visit dates; registration opportunities; KHEEA loan forgiveness option for nursing and education; top 25 ranking; successful outcomes	Enrollment Services recruitment materials; enhanced Web content; advertising in target counties, especially Lexington, Louisville and Northern Kentucky; Enrollment Services visits; news releases; events, including open house and SOAR

Expected Outcome: Increase out of state enrollment (25 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Out of state prospective students; parents; alumni; school systems staff; special emphasis on Ohio; student athletes	High school graduates by state and by key out of state counties, FTFR by state and by key out of state counties; ACT yield report	Scholarship opportunities, especially out of state tuition scholarship; tuition value; revised mandatory housing policy; top 25 ranking; event dates	Enrollment Services recruitment materials; enhanced Web content; advertising in key areas, including the Greater Cincinnati, Dayton and Columbus areas; news releases; events, including open house and SOAR

Expected Outcome: Increase student body diversity (25 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Prospective students, especially in relatively diverse markets; parents; alumni; school systems staff	Ethnic minority enrollment and retention; ACT yield report	Scholarship opportunities, including diversity scholarship; top 25 ranking; availability of diversity enrichment programs, including multicultural student services; valuing diversity	Tactics outlined in campus-wide diversity initiative, including sponsorship of Black Achievers programs in Lexington and Louisville, advertising in relatively diverse markets and in media reaching a diverse audience; Box Miller contacts and visits

Expected Outcome: Increase KCTCS transfer student enrollment (250 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
KCTCS students; KCTCS faculty; deans/dept. chairs; Enrollment Services	KCTCS enrollment by institution; KCTCS enrollment by program; KCTCS transfers by institution vs. prior year; KCTCS transfers by program vs. prior year	Online opportunities including BUS, nursing, BBA; regional campus programs; KCTCS transfer scholarships; articulation agreements/2+2 programs	MSU faculty visits; Enrollment Services visits; regional campus events; promotional brochure detailing online opportunities and scholarships; Web content; news releases

Expected Outcome: Increase enrollment of adult learners (50 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Non-traditional students; part time students; working adults; place bound students; withdrawing/non-returning students in regional campus areas and/or near degree completion	U.S. Census data by county; Workforce Development data; enrollment of students at regional campuses and in distance learning programs	Regional campus programs, especially new programs including Nursing in Mt. Sterling; alternative admission route opportunities; flexible schedule opportunities; convenient access to programs; financial aid opportunities	Regional campus Web pages; advertising in regional campus area county newspapers and radio stations; including regional campus locations in others ads; news releases; information at adult learning centers; mail, e-mail and phone contacts

Expected Outcome: Increase international student enrollment (25 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Prospective international students, with special emphasis on Canada	Enrollment of international students by country vs. prior year; international student market trends	Academic programs; admission requirements and procedures; tuition value; availability of international student support services	Visits by associate dean of international education; Web content; advertising on Web sites and in international college guides

Expected Outcome: Increase graduate student enrollment (70 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Alumni; school systems staff; KCTCS faculty; working adults	Faculty visits, Scholarship promotion, Regional campus events	Graduate assistanceship and scholarship opportunities; availability of MAT program; new graduate programs in English and Information Systems; online opportunities	Graduate catalog in print and on the Web; graduate program brochures; advertising; STATEMENT

Expected Outcome: Increase residential student population (20 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Prospective students outside commuting area	Student housing population vs. prior year	Tuition value; out of state tuition scholarship; scholarship opportunities that include housing; revised mandatory housing policy	Enrollment Service recruitment materials; scholarship brochure and guide; events, including open house; advertising

Expected Outcome: Increase retention of current students (70 student year-to-year increase)

Audiences	Market Analysis	Messages	Communication Methods
Current students; withdrawing/non-returning students; parents	Fall-to-fall retention; progression rates; graduation rates; CIRP New Student Survey; Your First Student Year Survey; ACT withdrawing/non-returning student survey	Ability for first-year students to register online; ability to register for full year of courses; successful outcomes; departmental scholarship and undergraduate fellowship opportunities	Web content; e-mail; housing channel; academic department contacts

Marketing strategies for enhancing market analysis

Expected Outcome: Identify potential market for academic programs and delivery methods

Audiences	Market Analysis	Messages	Communication Methods
University administration; deans/dept.chairs; regional campus and distance learning directors; strategic enrollment management task forces and work groups; Enrollment Services	U.S. Census data; KY/US Dept. of Education data; CPE data; ACT data	Potential for serving additional students	Publish report analyzing market potential within service region and beyond

Marketing strategies for developing institutional messages

Expected Outcome: Identify public brand perception of Morehead State University and incorporate positive aspects into institutional messages

Audiences	Market Analysis	Messages	Communication Methods
University administration; deans/dept.chairs; regional campus and distance learning directors; strategic enrollment management task force and work groups; Enrollment Services; university relations staff	Branding survey	Public perception of MSU	Phone, mail and e-mail contacts

Marketing strategies for enhancing communication and methods

Expected Outcome: Enhanced communication via the Web

Audiences	Market Analysis	Messages	Communication Methods
All	Incoming freshman survey; Web usage data from other survey instruments	Quality academic programs; scholarship and financial aid opportunities; successful outcomes; enhancements to programs and services; event information	Launch best in class Web content management system; update academic program content; update Enrollment Services content; school relations site; legislative site

Expected Outcome: Enrollment management information utilized in decision-making

Audiences	Market Analysis	Messages	Communication Methods
University administration; faculty and staff; strategic enrollment management task force and work groups	Faculty visits, Scholarship promotion, Regional campus events	Current enrollment management related information	Web site and Blackboard group; annual strategic enrollment management plan progress report

Expected Outcome: Enhanced communication with alumni, friends and parents

Audiences	Market Analysis	Messages	Communication Methods
Alumni; parents	Reader satisfaction survey	Quality academic programs; successful outcomes; enhancements to programs and services	Expand STATEMENT publication to three issues per year; include parents in distribution

Expected Outcome: Enhanced communication with prospective students, current students and parents

Audiences	Market Analysis	Messages	Communication Methods
Prospective students; parents; current students, including regional campus groups; faculty and staff	Registered users by group	Safety alerts; University and campus closings; important dates	E2Campus e-mail and text messaging system

Morehead State University is committed to providing equal educational opportunities to all persons regardless of race, color, national origin, age, religion, sex, or disability in its educational programs, services, activities, employment policies, and admission of students to any program of study. In this regard the University conforms to all the laws, statutes, and regulations concerning equal employment opportunities and affirmative action. This includes: Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Executive Orders 11246 and 11375, Equal Pay Act of 1963, Vietnam Era Veterans Readjustment Assistance Act of 1974, Age Discrimination in Employment Act of 1967, Sections 503 and 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act of 1990, and Kentucky Revised Statutes 207.130 to 207.240. Vocational educational programs at Morehead State University supported by federal funds include industrial education, vocational agriculture, business education, home economics education and the associate degree program in nursing. Any inquiries regarding affirmative action or equal opportunity should be addressed to Francene Botts-Butler, Affirmative Action Officer/ADA Coordinator, Morehead State University, 314 Allie Young Hall, Morehead, KY 40351; telephone (606) 783-2085.