COMMUNICATIONS AND MARKETING WORKSHOP
Tuesday, March 20, 2007

SUBJECT: WORKSHOP ON UNIVERSITY COMMUNICATIONS AND MARKETING

PROPOSED COMMITTEE ACTION
Not Applicable – Information only

BACKGROUND INFORMATION
The objective of this workshop is to provide to the full Board of Trustees an overview of the University’s communications and marketing efforts and plans for the future. The workshop will provide a forum for discussion.

IMPLEMENTATION PLAN/DATE
Not Applicable

FISCAL IMPLICATIONS
Not Applicable

Supporting Documentation: Communications and Marketing PowerPoint Presentation

Presented by: Aileen Izquierdo, Vice President, University Communications and Marketing
561-297-3020
Communications and Marketing
Board of Trustees Workshop

March 20, 2007

Presented by
Aileen Izquierdo, Vice President
University Communications and Marketing
University Communications and Marketing
Mission Statement

The multifaceted mission of the Division of University Communications and Marketing at Florida Atlantic University is based on the principles of integrated marketing communications and seeks to achieve the following objectives, which support elements of the University’s strategic plan:

• To establish effective, efficient and superior avenues of communication to the University’s many stakeholders, including existing and potential students and their parents; existing and potential faculty and staff; FAU alumni; local, regional and national lawmakers; the local, regional and national news media; Florida taxpayers; and other institutions of higher education around Florida, the United States and the world;

• To establish and maintain the University’s unique brand identity, while creating compelling and effective communications pieces that reach stakeholders;

• To evaluate the University’s marketing and communications programs on a regular basis in order to judge their effectiveness and assess the return on investment of these programs;

• To carry out statistically driven market research on a periodic basis as a means of anticipating emerging educational demands and positioning the University to meet them; and

• To utilize an integrated planning approach to presenting the University’s messages, as appropriate, through media relations, publications, e-communications, advertising, special events, community engagement and other avenues of communication.
Communications Structure “Then”

- President
  - VP for Advancement
    - Asst. VP for Advancement / Director of Media Relations
      - Director of Publications
        - Graphic Designer
        - Graphic Designer
        - Graphic Designer
        - Production Supervisor
      - Asst. Director of Media Relations
        - Coordinator of Media Relations
        - Sr. Info. Specialist
    - Sr. Secretary
      - Director of Marketing and Advertising

Communications Professionals Reporting to Other Areas
- Broward Campuses
- Jupiter
- Arts & Letters
- Business
- Athletics
Communications Restructuring Begins (2003-05)

- Executive Director of Communications
- Director of Publications
  - Graphic Designer
  - Graphic Designer
- Director of Media Relations
- Director of Marketing and Advertising
  - Sr. Info. Specialist
- Sr. Secretary

Communications Professionals Reporting to Other Areas
- Broward Campuses
- Jupiter
- Treasure Coast
- Arts & Letters
- Business
- Education
- Engineering & Comp. Sci.
- Science
- Libraries
- Athletics (Media)
- Athletics (Marketing)
- Research
- University Advancement
Branding Effort – Two Years Later

2/28/05

Communications and Marketing Workshop
THEN: An owl with an identity crisis
NOW: A new image takes flight
THEN: Over-use of the University Seal
NOW:  Appropriate and deliberate use of the Seal
Pick a card...

THEN:

any card
NOW: A simple expression of unity
THEN: A University in search of an image
NOW: A consistent image emerges
THEN: A traffic jam on the information superhighway
Now:

An effective road map for web growth

Communications and Marketing Workshop
Branding never stops.
Communications Structure “Now”
Communications Officers

Campuses & Divisions

- Academic Affairs – Andrew LaPlant
- Admissions (Undergrad.) – NOT FUNDED
- Admissions (Grad.) – NOT FUNDED
- Athletics (Media) – Katrina McCormack
- Athletics (Marketing) – Dexter LaMont
- Broward Campuses – TBA
- Jupiter Campus – Terry Gearing
- Libraries – Terri Berns
- Research – Gisele Galoustian
- Treasure Coast Campus – Cara Perry
- Student Affairs - NOT FUNDED
- University Advancement – Les Greenwald

Colleges

- Arts & Letters – Stacia Smith
- Biomedical Science – NOT FUNDED
- Business – Marcos Van Dorn
- CAUPA – NOT FUNDED
- Education – Sherry Thomas (part-time)
- Engineering & Comp. Sci. – Cheryl Halle
- Honors College – NOT FUNDED
- Nursing – Susan Feinberg (part-time)
- Science – Patsy Jones
University Communications and Marketing
Senior Staff

Aileen Izquierdo, *Vice President*

Jan Bond, *Assistant Vice President for Creative Services*

Randy Goin, Jr., *Associate Vice President for Marketing*

Lynn Laurenti, *Special Assistant to the Vice President*

Kristine McGrath, *Assistant Vice President for Media Relations & Press Secretary*

Gregg Sekscienski, *Director of Internal Communications*
Integrated Communications Online Database
Plan Overview

- Plan up to three years out
- Budget tracking
- Search and sort by any criteria
- “At a Glance” status reports
## Integrated Communications Plan

### College of Science

<table>
<thead>
<tr>
<th>Subj</th>
<th>Unit</th>
<th>Project Type</th>
<th>Description</th>
<th>Project Purpose</th>
<th>Draft Content</th>
<th>Final Content</th>
<th>Design Deadline</th>
<th>Prod./Final Deadline</th>
<th>Release/In-Hand</th>
<th>Estimated Cost</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR</td>
<td>Press Release</td>
<td>press release on photography classes for spring term</td>
<td>Other</td>
<td>12/8</td>
<td>12/22</td>
<td>$0</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FS</td>
<td>Brochure/Flyer</td>
<td>2000 Bifold full color brochure mailed to 1000 recipients</td>
<td>Image Awareness Event Promotion General Info</td>
<td>11/27</td>
<td>$982</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cal</td>
<td>Calendar Posting</td>
<td>Calendar postings of all Frontiers lectures</td>
<td>General Info</td>
<td>12/11</td>
<td>$0</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FS</td>
<td>Poster/Large Format Graphics</td>
<td>Poster for Spring Series of Frontiers in Science</td>
<td>Event Promotion General Info</td>
<td>11/1</td>
<td>12/14</td>
<td>$126</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PR</td>
<td>Press Release</td>
<td>Ram’s app as Assoc Dean</td>
<td>General Info</td>
<td>12/15</td>
<td>$0</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FS</td>
<td>Press Release</td>
<td>Press Release on Dr. David Wilson</td>
<td>Event Promotion General Info</td>
<td>12/18</td>
<td>$0</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fac</td>
<td>Post Release</td>
<td>Post release on Maria Fadiman-Image Awareness Juror at Amazonian Film Festival</td>
<td>Event Promotion General Info</td>
<td>12/20</td>
<td>$0</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PR</td>
<td>Post Release</td>
<td>Dean Parr’s presentation to the General Info</td>
<td>12/19</td>
<td>12/22</td>
<td>$0</td>
<td>1/25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Estimated Cost Running Total

- **2006 / 2007**
- **Estimated Cost**: $4,108.00
- **Status**: Complete

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### FAU Communications and Marketing Workshop

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### FAU FLORIDA ATLANTIC UNIVERSITY

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### University Communications and Marketing
Project Worksheet

- Individual tracking numbers
- Audience indicator aids in message development
- "ROI" (Return on Investment) indicator requires user to measure effectiveness
Communications Expenditures (2003-06)

- 2003-04: $2,380,000
- 2004-05: $2,563,000
- 2005-06: $3,057,000

Legend:
- Blue: Printing
- Red: Advertising
- Gray: Promotional Items
FAU Strategic Plan – Goal 7.1

**Goal 7: Increasing the University’s Visibility**
Florida Atlantic University will increase its visibility and strengthen its image locally, regionally, nationally and internationally by expanding its modes of communicating with internal and external audiences.

**Objective 1:** Showcase University accomplishments internally to faculty, staff and students.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Campus</th>
<th>Outcome</th>
<th>Target Date</th>
<th>Accountable Individual</th>
<th>Resources Required</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-1. Create an integrated internal communications plan that maximizes the resources of the division of University Communications &amp; Marketing.</td>
<td>All</td>
<td>The integrated internal communications plan will be completed by June 30, 2006.</td>
<td>June 30, 2006</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>No additional cost</td>
<td>Complete</td>
</tr>
<tr>
<td>1-2. Identify the communications tools that best facilitate delivery of University messages to faculty, staff and students.</td>
<td>All</td>
<td>The best internal communications methods will be identified after appropriate research. Periodic surveys will indicate positive changes in perception by internal constituents.</td>
<td>April 2006</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>No additional cost</td>
<td>Complete</td>
</tr>
</tbody>
</table>
**Objective 2:** Showcase University accomplishments externally to local, regional, national and international audiences.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Campus</th>
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<th>Target Date</th>
<th>Accountable Individual</th>
<th>Resources Required</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-1. A) Identify key target audiences (e.g., donors, future students, community leaders) and B) the most effective means to reach them.</td>
<td>All</td>
<td>Key target audiences and the most effective means of communicating with them will be identified by June 30, 2006.</td>
<td>June 30, 2006</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>No additional cost</td>
<td>Partially complete</td>
</tr>
<tr>
<td>2-2. Create an integrated external communications plan that takes into account the most important audiences and most effective means of communication and maximizes the resources of the division of University Communications &amp; Marketing.</td>
<td></td>
<td>The integrated external communications plan will be completed by June 30, 2006.</td>
<td>June 30, 2006</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>No additional cost</td>
<td>Complete</td>
</tr>
<tr>
<td>2-3. Increase the print, radio and TV ads and web presence devoted to positive information about the University.</td>
<td></td>
<td>Periodic surveys will indicate positive changes in perception by external constituents.</td>
<td>2006-07</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>Annual Costs: increase print presence by 25% - $60,000, increase radio presence by 25% - $10,000, increase TV presence by 100% - $60,000, increase web presence by 50% - $10,000</td>
<td>Not funded</td>
</tr>
<tr>
<td>2-4. Hire two additional staff members to increase outreach to the media.</td>
<td></td>
<td>Periodic surveys will indicate positive changes in perception by external constituents.</td>
<td>2006-07</td>
<td></td>
<td>$120,000 (salaries and benefits)</td>
<td>Not funded</td>
</tr>
</tbody>
</table>
Objective 3: Communicate the University’s identity and messages to the public with one consistent voice.

<table>
<thead>
<tr>
<th>Strategy</th>
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<th>Resources Required</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-1. Establish policies and procedures regarding the use of FAU’s brand and image and develop a checklist to assist units in adhering to new standards.</td>
<td>All</td>
<td>All University print and web materials will conform to the new visual standards by June 30, 2006.</td>
<td>June 30, 2006</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>Two additional designers - $120,000 (salaries &amp; benefits)</td>
<td>Partially complete</td>
</tr>
<tr>
<td>3-2. Conduct market research to help develop the University message and guide communications activities.</td>
<td></td>
<td>Recommendations will be made for strengthening the University message by the 2006-07 academic year.</td>
<td>2006-07</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>$100,000</td>
<td>Not funded</td>
</tr>
<tr>
<td>3-3. Develop a general University message that will be used as the theme for University communication campaigns.</td>
<td></td>
<td>Publications and promotional pieces produced by the individual colleges, campuses and divisions shall reflect and be consistent with the general University message by the 2006-07 academic year.</td>
<td>2006-07</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>Ad copy writer - $60,000 (salary &amp; benefits)</td>
<td>In progress</td>
</tr>
</tbody>
</table>

Ad copy writer not funded
**FAU Strategic Plan – Goal 7.4**

**Objective 4:** Develop the infrastructure necessary to maintain and expand the University’s communications resources.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Campuses</th>
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<th>Accountable Individual</th>
<th>Resources Required</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-1. Conduct yearly budgetary, technology and infrastructure inventories of communications resources.</td>
<td>All</td>
<td>Potential areas of weakness will be identified and recommendations made to enable the University to achieve state-of-the-art communications technology and infrastructure capability.</td>
<td>Annual</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>TBD</td>
<td>Pending year-end</td>
</tr>
<tr>
<td>4-2. Designate a central communications liaison for each college and key University unit.</td>
<td></td>
<td>Communications liaisons will be designated or hired by the 2006-07 academic year.</td>
<td>2006-07</td>
<td>V.P. University Communications &amp; Marketing and staff and respective VPs/deans</td>
<td>Add liaisons for units that do not have this kind of staffing (four positions – $250,000 – salaries &amp; benefits)</td>
<td>Complete (for units with communications staff)</td>
</tr>
<tr>
<td>4-3. Designate a key individual dedicated to the oversight and management of the Content Management Software migration program.</td>
<td></td>
<td>CMS administrator will be hired by the 2006-07 academic year.</td>
<td>2006-07</td>
<td>V.P. University Communications &amp; Marketing and staff</td>
<td>CMS administrator - $100,000 (salary &amp; benefits)</td>
<td>Not funded</td>
</tr>
</tbody>
</table>
### FAU Strategic Plan – Goal 7.5

**Objective 5:** Develop a crisis communication plan that takes into consideration the unique elements of a distributed campus model and can be applied to a wide variety of emergency scenarios.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Campus</th>
<th>Outcome</th>
<th>Target Date</th>
<th>Accountable Individual</th>
<th>Resources Required</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-1. Survey local, regional and national peers to compare existing crisis communications plans.</td>
<td>All</td>
<td>Wide-ranging knowledge of effective crisis communication strategies will be obtained by the 2006-07 academic year.</td>
<td>2006-07</td>
<td>V.P. University Communications &amp; Marketing and staff and relevant EH&amp;S staff</td>
<td>TBD</td>
<td>In progress</td>
</tr>
<tr>
<td>5-2. Send key communicators to crisis communications workshops to learn the latest methods in crisis communications.</td>
<td></td>
<td>Workshop attendees will report on lessons learned and how those lessons can help FAU deal with many kinds of emergencies.</td>
<td>2006-07</td>
<td>V.P. University Communications &amp; Marketing and staff and relevant EH&amp;S staff</td>
<td>$3,000</td>
<td>Pending budget availability</td>
</tr>
<tr>
<td>5-3. Conduct a yearly review/revision of the crisis communications plan and enlist the help of the University’s emergency personnel to review the plan and provide feedback.</td>
<td></td>
<td>Communication in crisis situations will improve, as measured by annual surveys of key administrators and staff.</td>
<td>Annual</td>
<td>V.P. University Communications &amp; Marketing and staff and relevant EH&amp;S staff</td>
<td>No additional cost</td>
<td>Pending year end</td>
</tr>
</tbody>
</table>
Objective: Increase FAU’s “mind-share” through greater year-round presence in both paid and unpaid media vehicles:

- Increased TV, radio, print and online outreach
- Communications targeted to community college students
- FAU television news magazine — to air on local cable and public-access stations
- Brand building through strategic sponsorship of community, cultural and educational events in our region
- Additional national and international media placements
- Message architecture integrated within each University unit

Next Steps – Investing in Communications