



**COMMUNICATIONS AND MARKETING WORKSHOP**  
**Tuesday, March 20, 2007**

**SUBJECT: WORKSHOP ON UNIVERSITY COMMUNICATIONS AND MARKETING**

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**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

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**Supporting Documentation:                      Communications and Marketing PowerPoint Presentation**

**Presented by: Aileen Izquierdo, Vice President, University Communications and Marketing  
561-297-3020**



FLORIDA ATLANTIC  
UNIVERSITY

# **Communications and Marketing Board of Trustees Workshop**

March 20, 2007

Presented by  
Aileen Izquierdo, Vice President  
University Communications and Marketing

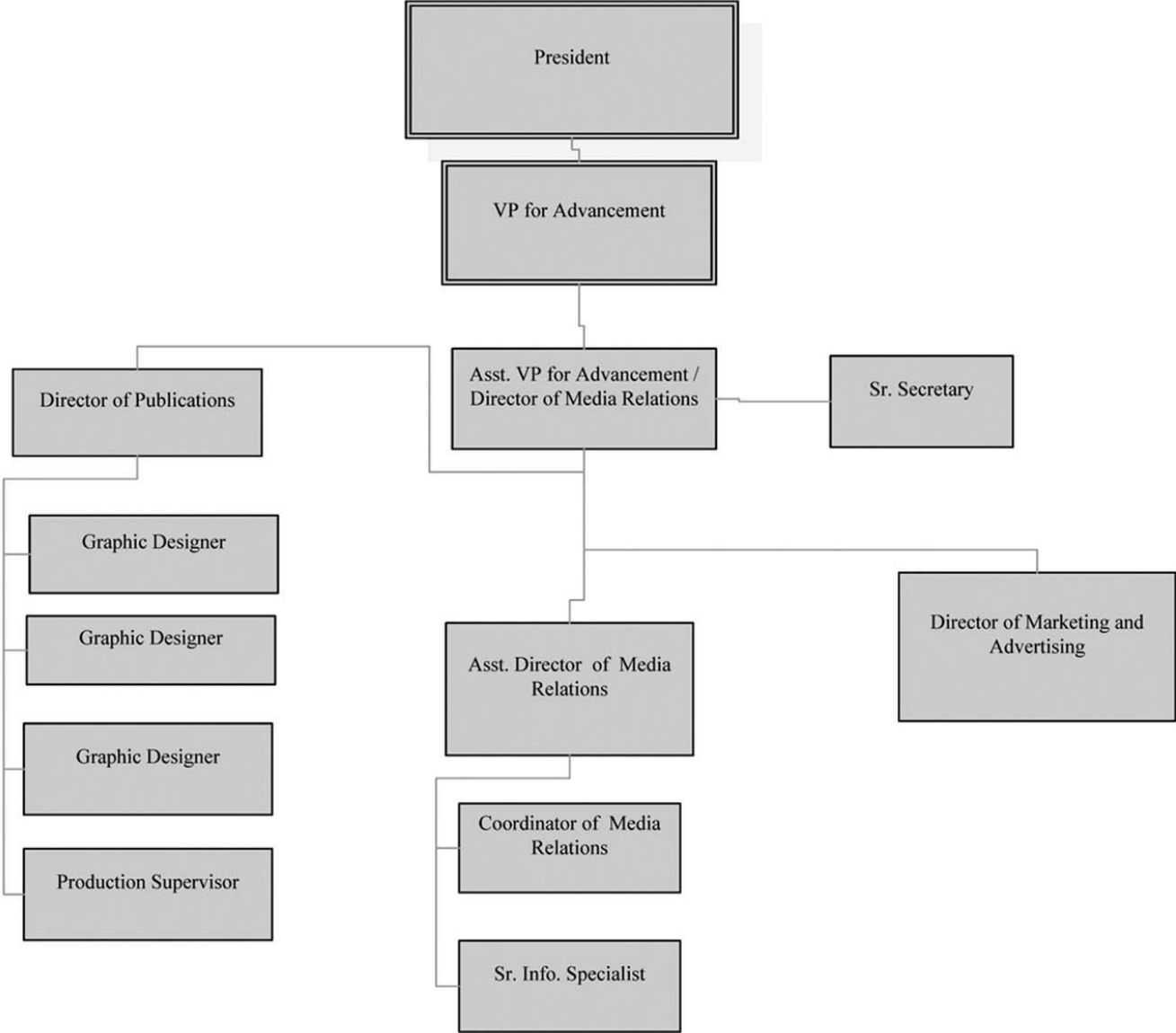
# University Communications and Marketing

## 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:

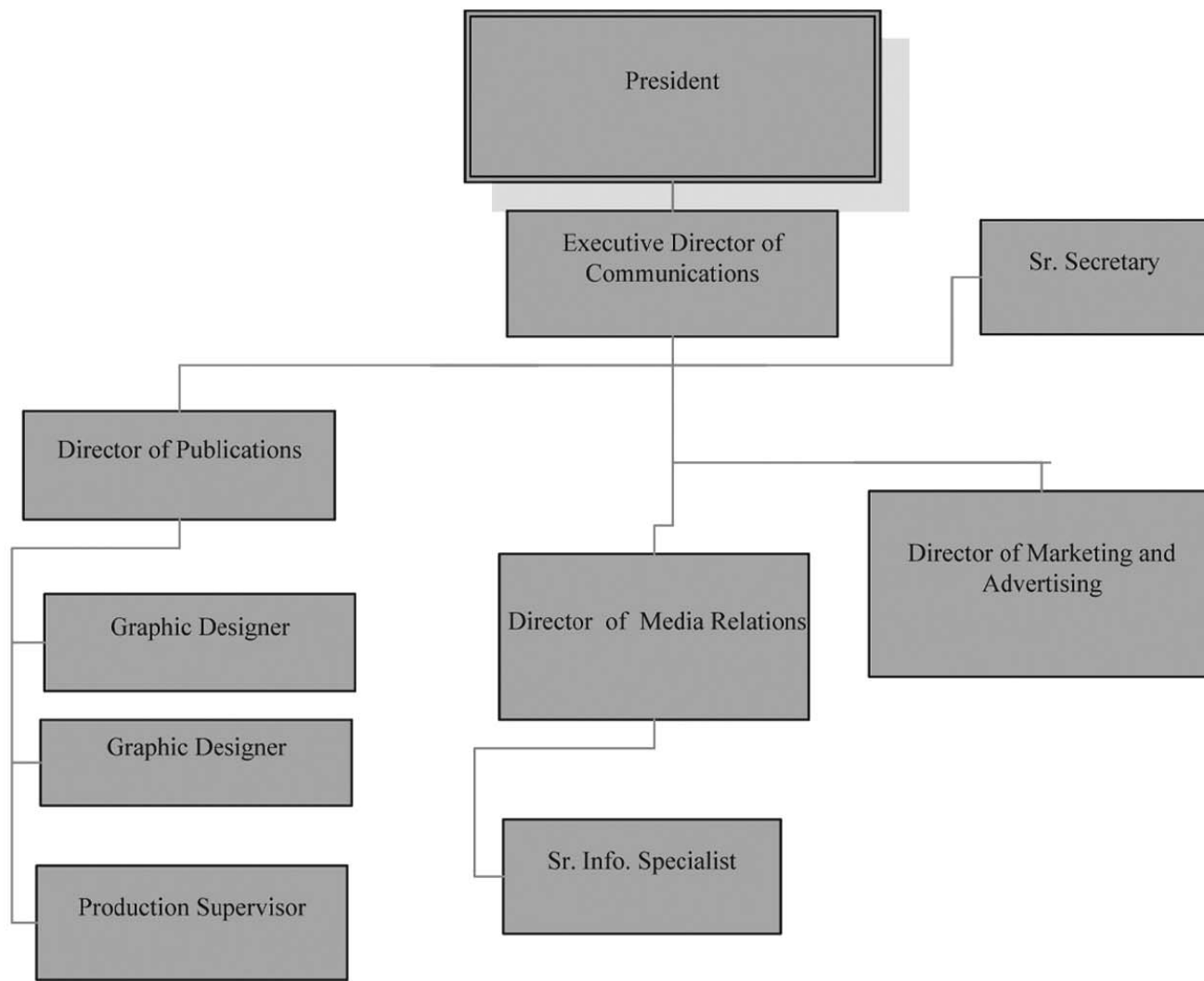
- To establish effective, efficient and superior avenues of communication to the University's many stakeholders, including existing and potential students and their parents; existing and potential faculty and staff; FAU alumni; local, regional and national lawmakers; the local, regional and national 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”



- Communications Professionals Reporting to Other Areas**
- Broward Campuses
  - Jupiter
  - Arts & Letters
  - Business
  - Athletics

# Communications Restructuring Begins (2003-05)



## 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





**THEN:** An owl with an identity crisis



**NOW:** A new image  
takes flight



**THEN:** Over-use of the University Seal

**NOW:**

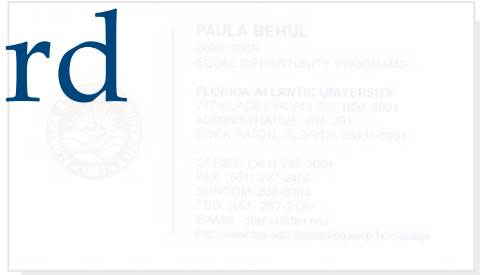
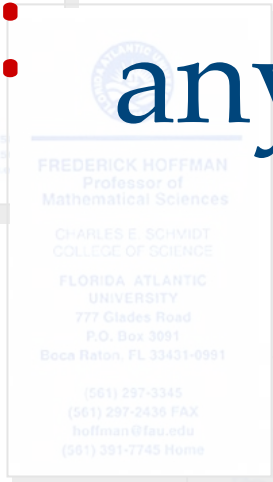
Appropriate and  
deliberate use  
of the Seal





**THEN:**

Pick a card...  
any card





Purchasing Department  
777 Glades Road  
Boca Raton FL, 33431  
tel: 561.297.0086  
fax: 561.297.0086  
www.fau.edu



Frank T. Brogan  
*President*  
777 Glades Road  
Boca Raton, FL 33431  
tel: 561.297.3450  
fax: 561.297.2777  
email: brogan@fau.edu

**NOW:**

A simple  
expression  
of unity

Boca Raton • Dana Beach • Davie • Fort Lauderdale • Jupiter • Treasure Coast  
an Equal Opportunity/Equal Access Institution



**THEN:** A University  
in search of  
an image



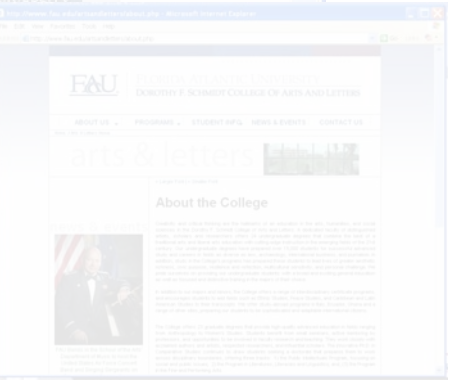
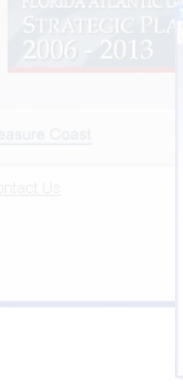
# NOW: A consistent image emerges



**THEN:** A traffic jam on the information superhighway

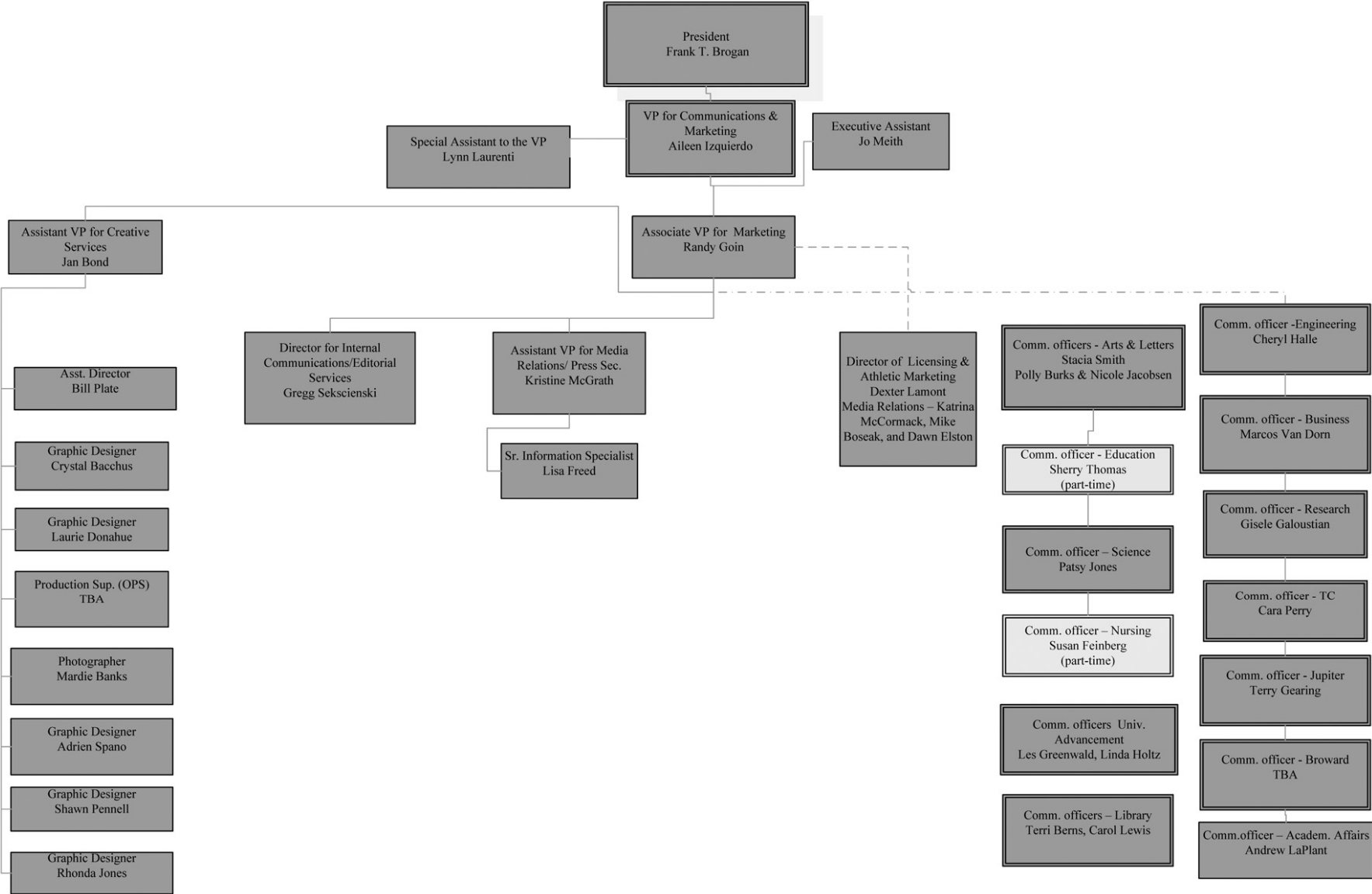
**NOW:**

An effective  
road map for  
web growth



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



## Integrated Communications Plan

College of Science Academic   
 Contact Name  Contact Number  Contact Email   
 Estimated Cost   
 Running Total

[Add a Project](#) [Refresh Page](#) [Back to Index](#)

| Job# | Unit | Project Type                 | Description  | Project Purpose                                    | Draft Content | Final Content | Design Deadline | Prod./Final Deadline | Release/In-Hand | Estimated Cost | Last Modified | Status      |
|------|------|------------------------------|--|--|---------------|---------------|-----------------|----------------------|-----------------|----------------|---------------|-------------|
|      | PR   | Press Release                | press release on photography classes for spring term           | Other  | 12/8          |               |                 | 12/22                |                 | \$0            | 1/25          | Complete    |
|      | FS   | Brochure/Flyer               | 2000 Bifold full color brochure mailed to 1800 recipients      | Image Awareness<br>Event Promotion<br>General Info |               |               |                 | 11/27                | \$982           |                | 1/25          | Complete    |
|      | Cal  | Calendar Posting             | calendar postings of all Frontiers lectures                    | General Info                                       |               |               |                 | 12/11                | \$0             |                | 1/25          | In Progress |
|      | FS   | Poster/Large Format Graphics | Poster for Spring Series of Frontiers in Science               | Event Promotion<br>General Info                    |               |               | 11/1            | 12/14                | \$126           |                | 1/25          | Complete    |
|      | PR   | Press Release                | Ram's appt as Assoc Dean                                       | General Info                                       |               |               |                 | 12/15                | \$0             |                | 1/25          | Complete    |
|      | FS   | Press Release                | Press Release on Dr. David Wilson                              | Event Promotion<br>General Info                    |               |               |                 | 12/18                | \$0             |                | 1/25          | Complete    |
|      | Fac  | Post Release                 | Post release on Maria Fadiman-Juror at Amazonian Film Festival | Event Promotion<br>General Info                    |               |               |                 | 12/20                | \$0             |                | 1/25          | On-hold     |
|      | PR   | Post Release                 | Dean Perry's presentation to the Stuyvesant group              | General Info                                       | 12/19         |               |                 | 12/22                | \$0             |                | 1/25          | In Progress |
|      | FS   | Press Release                | Press Release on Dr. Bjorklund                                 | Image Awareness<br>Event Promotion<br>General Info |               |               |                 | 1/3                  | \$0             |                | 1/25          | Complete    |
|      | FS   | Press Release                | Adam Summers   | Image Awareness<br>Event Promotion<br>General Info |               |               |                 | 1/15                 | \$0             |                | 1/25          | In Progress |
|      | FS   | Email Broadcast              | Frontiers 1/18   | Event Promotion<br>General Info                    |               |               |                 | 1/15                 | \$0             |                | 1/25          | Complete    |
|      | PR   | Press Release                | Information on Dr. Robin Vallacher's research                  | Image Awareness<br>General Info                    | 1/12          |               |                 | 1/19                 | \$0             |                | 1/25          | On-hold     |
|      | FS   | Press Release                | David Cheresh  | Event Promotion<br>General Info                    |               |               |                 | 1/22                 | \$0             |                | 1/25          | In Progress |
|      | FS   | Press Release                | John Volin   | Event Promotion<br>General Info                    |               |               |                 | 1/29                 | \$0             |                | 12/19         |             |
|      | FS   | Email Broadcast              | Frontiers 2/1/07   | Event Promotion<br>General Info                    |               |               |                 | 1/29                 | \$0             |                | 12/19         |             |
|      | FS   | Email Broadcast              | Frontiers 2/08/07  | Event Promotion<br>General Info                    |               |               |                 | 2/5                  | \$0             |                | 12/19         |             |
|      | MA   | Media Advisory               | Media Advisory for Seminar on Preventing Genocide              | Event Promotion<br>General Info                    | 1/25          | 1/31          |                 | 2/5                  | \$0             |                | 1/25          |             |

# Plan Overview

- Plan up to three years out
- Budget tracking
- Search and sort by any criteria
- "At a Glance" status reports



**FLORIDA ATLANTIC UNIVERSITY**  
University Communications and Marketing

## Integrated Communications Plan

College of Science

Academic

2006 / 2007

|                             |                |               |
|-----------------------------|----------------|---------------|
| Contact Name<br>Patsy Jones | Contact Number | Contact Email |
|-----------------------------|----------------|---------------|

Estimated Cost Running Total **\$4,108.00**

[+ Add a Project](#) [Refresh Page](#) [Back to Index](#)



| Sub? | Unit | Project Type                 | Description  | Project Purpose                                    | Draft Content | Final Content | Design Deadline | Prod./Final Deadline | Release/In-Hand | Estimated Cost | Last Modified | Status      |
|------|------|------------------------------|--|--|---------------|---------------|-----------------|----------------------|-----------------|----------------|---------------|-------------|
|      | PR   | Press Release                | press release on photography classes for spring term           | Other  | 1/2/8         |               |                 | 12/22                |                 | \$0            | 1/25          | Complete    |
|      | FS   | Brochure/Flyer               | 2000 Bifold full color brochure mailed to 1800 recipients      | Image Awareness<br>Event Promotion<br>General Info |               |               |                 |                      | 11/27           | \$982          | 1/25          | Complete    |
|      | Cal  | Calendar Posting             | calendar postings of all Frontiers lectures                    | General Info                                       |               |               |                 |                      | 12/11           | \$0            | 1/25          | In Progress |
|      | FS   | Poster/Large Format Graphics | Poster for Spring Series of Frontiers in Science               | Event Promotion<br>General Info                    |               |               |                 | 11/1                 | 12/14           | \$126          | 1/25          | Complete    |
|      | PR   | Press Release                | Ram's appt as Assoc Dean                                       | General Info                                       |               |               |                 |                      | 12/15           | \$0            | 1/25          | Complete    |
|      | FS   | Press Release                | Press Release on Dr. David Wilson                              | Event Promotion<br>General Info                    |               |               |                 |                      | 12/18           | \$0            | 1/25          | Complete    |
|      | Fac  | Post Release                 | Post release on Maria Fadiman Juror at Amazonian Film Festival | Image Awareness<br>Event Promotion<br>General Info |               |               |                 |                      | 12/20           | \$0            | 1/25          | On-hold     |
|      | PR   | Post Release                 | Dean Pern's presentation to the                                | General Info                                       | 1/2/9         |               |                 |                      | 12/22           | \$0            | 1/25          |             |



# Project Worksheet

## Integrated Communications Plan

+ Save Project

< Cancel / Return

Tracking Number

• Individual tracking numbers

### Create / Edit Project

Academic Year

Unit

#### Project Purpose

Recruitment     Fundraising     Other  
 Image Awareness     General Info    Specify Other Project Purpose  
 Event Promotion     Community Relations

• Audience indicator aids in message development

Project Type

March/April issue of electronic newsletter

• "ROI" (Return on Investment) indicator requires user to measure effectiveness

| Draft Content        | Final Content                           | Design Deadline      | Prod./Final Deadline                    | Release/In Hand                         |
|----------------------|---|----------------------|---|---|
| <input type="text"/> | <input type="text" value="02/26/2007"/> | <input type="text"/> | <input type="text" value="03/05/2007"/> | <input type="text" value="04/02/2007"/> |

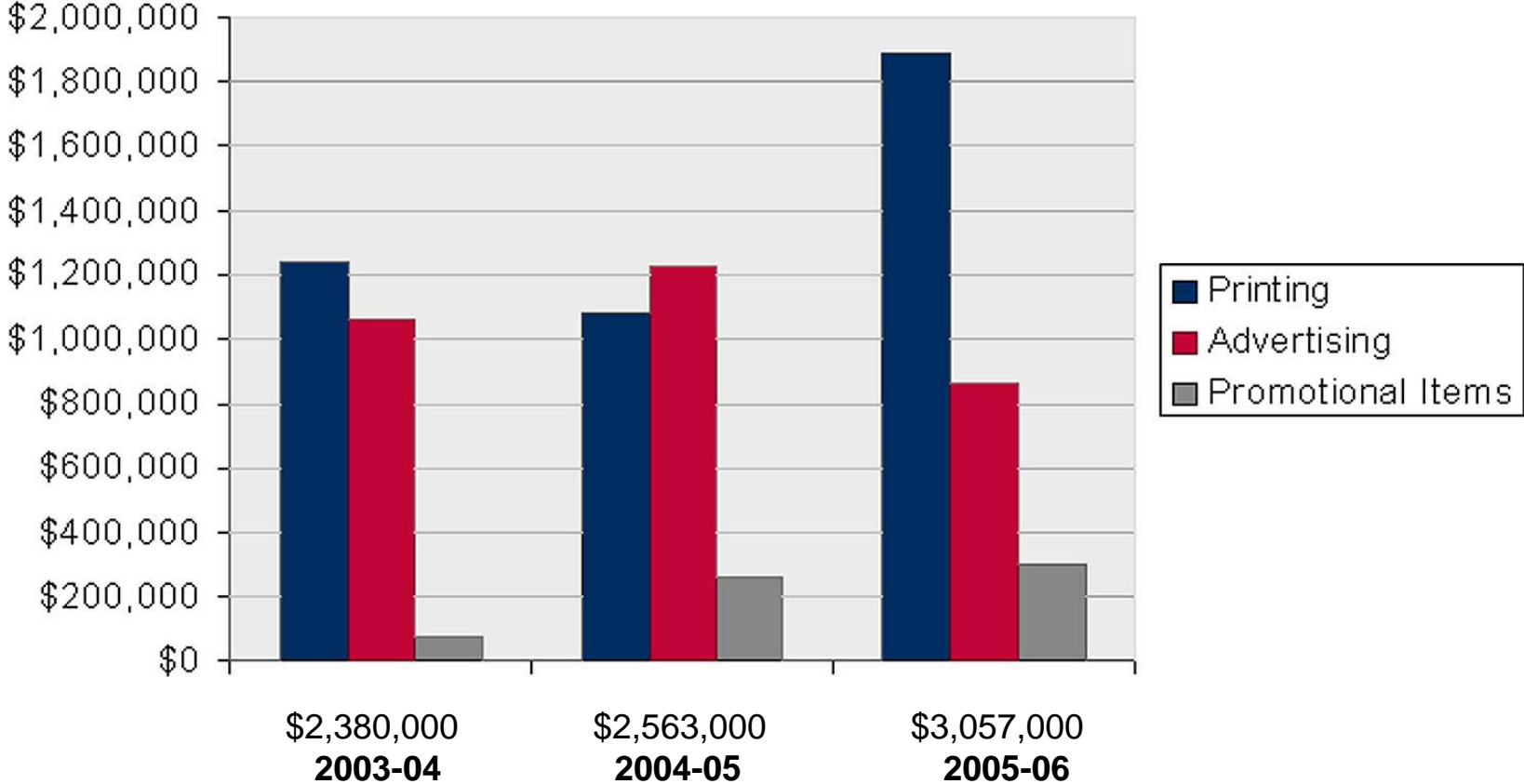
#### Audience

Current Undergrads     Prospective Donors     Staff  
 Current Grad Students     Alumni     Other  
 Prospective Undergrads     Academic Community  
 Prospective Transfers     Community Leaders    Specify Other Audience  
 Prospective Grad Students     General Public  
 Current Donors     Faculty

ROI Measure     ROI Other

Estimated Cost

# Communications Expenditures (2003-06)



# 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.

| Strategy  | Campus | Outcome   | Target Date   | Accountable Individual                               | Resources Required | Status   |
|---|--------|---|---------------|--|--------------------|----------|
| 1-1. Create an integrated internal communications plan that maximizes the resources of the division of University Communications & Marketing. | All    | The integrated internal communications plan will be completed by June 30, 2006.   | June 30, 2006 | V.P. University Communications & Marketing and staff | No additional cost | Complete |
| 1-2. Identify the communications tools that best facilitate delivery of University messages to faculty, staff and students.                   |        | The best internal communications methods will be identified after appropriate research. Periodic surveys will indicate positive changes in perception by internal constituents. | April 2006    | V.P. University Communications & Marketing and staff | No additional cost | Complete |

# FAU Strategic Plan – Goal 7.2

**Objective 2:** Showcase University accomplishments externally to local, regional, national and international audiences.

| Strategy  | Campus | Outcome   | Target Date   | Accountable Individual                               | Resources Required  | Status  |
|---|--------|---|---------------|--|---|---|
| 2-1. A) Identify key target audiences (e.g., donors, future students, community leaders) and B) the most effective means to reach them.   | All    | Key target audiences and the most effective means of communicating with them will be identified by June 30, 2006. | June 30, 2006 | V.P. University Communications & Marketing and staff | No additional cost  | <b>Partially complete</b><br><br><i>We identified key target audiences, but market research is necessary to measure the best means to reach them.</i> |
| 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 & Marketing. |        | The integrated external communications plan will be completed by June 30, 2006.                                   | June 30, 2006 | V.P. University Communications & Marketing and staff | No additional cost  | <b>Complete</b>   |
| 2-3. Increase the print, radio and TV ads and web presence devoted to positive information about the University.  |        | Periodic surveys will indicate positive changes in perception by external constituents.                           | 2006-07       | V.P. University Communications & Marketing and staff | Annual Costs:<br>increase print presence by 25% - \$60,000<br>increase radio presence by 25% - \$10,000<br>increase TV presence by 100% - \$60,000<br>increase web presence by 50% - \$10,000 | <b>Not funded</b>   |
| 2-4. Hire two additional staff members to increase outreach to the media.   |        | Periodic surveys will indicate positive changes in perception by external constituents.                           | 2006-07       |  | \$120,000 (salaries and benefits)   | <b>Not funded</b>   |

# FAU Strategic Plan – Goal 7.3

**Objective 3:** Communicate the University’s identity and messages to the public with one consistent voice.

| Strategy  | Campus | Outcome   | Target Date   | Accountable Individual                               | Resources Required   | Status  |
|---|--------|---|---------------|--|--|---|
| 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. | All    | All University print and web materials will conform to the new visual standards by June 30, 2006.   | June 30, 2006 | V.P. University Communications & Marketing and staff | Two additional designers - \$120,000 (salaries & benefits) | <p><b>Partially complete</b></p> <p><i>We have established policies and procedures regarding the use of FAU's brand and image. It has been determined that a "checklist" is not the appropriate tool for adhering to brand standards. While funding for additional designers has not been provided, the Visual Comm. department has been integrated into University Comm. &amp; Marketing in an effort to maximize the use of existing staff.</i></p> |
| 3-2. Conduct market research to help develop the University message and guide communications activities.  |        | Recommendations will be made for strengthening the University message by the 2006-07 academic year.   | 2006-07       | V.P. University Communications & Marketing and staff | \$100,000  | <b>Not funded</b>   |
| 3-3. Develop a general University message that will be used as the theme for University communication campaigns.  |        | 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. | 2006-07       | V.P. University Communications & Marketing and staff | Ad copy writer - \$60,000 (salary & benefits)              | <p><b>In progress</b></p> <p><b>Ad copy writer not funded</b></p>   |

# FAU Strategic Plan – Goal 7.4

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

| Strategy  | Campus | Outcome   | Target Date | Accountable Individual  | Resources Required   | Status  |
|---|--------|---|-------------|---|--|---|
| 4-1. Conduct yearly budgetary, technology and infrastructure inventories of communications resources.                           | All    | 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. | Annual      | V.P. University Communications & Marketing and staff                          | TBD  | <b>Pending year-end</b>   |
| 4-2. Designate a central communications liaison for each college and key University unit.                                       |        | Communications liaisons will be designated or hired by the 2006-07 academic year.   | 2006-07     | V.P. University Communications & Marketing and staff and respective VPs/deans | Add liaisons for units that do not have this kind of staffing (four positions -- \$250,000 -salaries & benefits) | <b>Complete</b><br>(for units with communications staff)<br><br><b>New staff not funded</b> |
| 4-3. Designate a key individual dedicated to the oversight and management of the Content Management Software migration program. |        | CMS administrator will be hired by the 2006-07 academic year.   | 2006-07     | V.P. University Communications & Marketing and staff                          | CMS administrator - \$100,000 (salary & benefits)  | <b>Not funded</b>   |

# 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.

| Strategy   | Campus | Outcome   | Target Date | Accountable Individual   | Resources Required | Status                      |
|--|--------|---|-------------|--|--------------------|-----------------------------|
| 5-1. Survey local, regional and national peers to compare existing crisis communications plans.  | All    | Wide-ranging knowledge of effective crisis communication strategies will be obtained by the 2006-07 academic year.        | 2006-07     | V.P. University Communications & Marketing and staff and relevant EH&S staff | TBD                | In progress                 |
| 5-2. Send key communicators to crisis communications workshops to learn the latest methods in crisis communications.   |        | Workshop attendees will report on lessons learned and how those lessons can help FAU deal with many kinds of emergencies. | 2006-07     | V.P. University Communications & Marketing and staff and relevant EH&S staff | \$3,000            | Pending budget availability |
| 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. |        | Communication in crisis situations will improve, as measured by annual surveys of key administrators and staff.           | Annual      | V.P. University Communications & Marketing and staff and relevant EH&S staff | No additional cost | Pending year end            |

## Next Steps – Investing in Communications

**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



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FLORIDA ATLANTIC  
UNIVERSITY

**Communications and Marketing  
Board of Trustees Workshop**