

PANEL SESSION

Strategic Communications *and* Academic Engagement



(How and when academic areas should engage with Strategic Communications)

PANELISTS

⊕ **DR. SANDRA BIBB, DEAN & PROFESSOR** | COLLEGE OF HEALTH PROFESSIONS

TOPIC: Co-developed a model of sustainable branding / promoting CHP

⊕ **DR. KHAWAJA SAEED, ASSOCIATE DEAN & PROFESSOR** | W. FRANK BARTON SCHOOL OF BUSINESS

TOPIC: Growing MBA enrollment through collaboration

⊕ **DR. RODNEY MILLER, DEAN & PROFESSOR** | COLLEGE OF FINE ARTS

TOPIC: Naming Shocker Studios (*working title*)

⊕ **DR. MARK PORCARO, EXECUTIVE DIRECTOR** | ONLINE LEARNING

TOPICS: Nexus of instruction, program development and marketing

Importance of collaboration between marketing and academics

Data driven decisions and knowledge sharing



VISION

Wichita State University is internationally recognized as the model for applied learning and research.

MISSION

The mission of Wichita State University is to be an essential educational, cultural and economic driver for Kansas and the greater public good.

VALUES

At Wichita State University, we value ...

- ➔ *Seizing opportunities*
- ➔ *Success for all stakeholders*
- ➔ *Diversity of culture, thought and experience*
- ➔ *Adaptive approaches*
- ➔ *Teamwork*
- ➔ *Positive risk-taking*

GOALS

Goal 1 ...✦ *Guarantee an applied learning or research experience for every student by each academic program.*

Goal 2 ...✦ *Pioneer an educational experience for all that integrates interdisciplinary curricula across the university.*

Goal 3 ...✦ *Capitalize systemically on relevant existing and emerging societal and economic trends that increase quality educational opportunities.*

Goal 4 ...✦ *Accelerate the discovery, creation and transfer of new knowledge.*

Goal 5 ...✦ *Empower students to create a campus culture and experience that meets their changing needs.*

Goal 6 ...✦ *Be a campus that reflects—in staff, faculty and students—the evolving diversity of society.*

Goal 7 ...✦ *Create a new model of assessment, incentive and reward processes to accomplish our vision and goals.*



College of Health Professions (CHP) - Brand Marketing Plan (Overview)

(Developed collaboratively with Strategic Communications and the CHP Leadership through a series of meetings beginning in December of 2014 with this plan being produced in May 2015)

Overview

The College of Health Professions enjoys certain marketing advantages among the other academic units at Wichita State University. Generally, demand for trained health care professionals generates recruits for many of its programs of study. While the college's departments and programs are recognized in the professions they serve, the college itself lacks a cohesive identity that competes well with other health care-oriented schools. This adversely affects funding and prioritization opportunities for the college. Leaders in the college recognize that a stronger identity for the College of Health Professions would benefit all departments in the short and long term.

Methodology

College leadership and strategists from Strategic Communications worked collaboratively over six months to develop this plan. Their work included careful assessment of current marketing practices, considering critical audiences for college programs. Conducting a SWOT analysis of the college and identifying primary objectives. This plan is a result of that work.

Market position

Located in the state's health care capital, WSU's College of Health Professions is the leading provider of health care education in Kansas. With a wide array of program options and a network of providers, the college is a primary supplier of a ready workforce in a variety of health care disciplines and the only comprehensive college of health professions in the state.

Primary audiences

This plan is designed to establish the CHP's market position among several critical audiences, according to the following priority:

1. Kansas health care industry
2. CHP alumni and donors
3. Wichita State University leadership
4. Prospective CHP students
5. Current CHP students

Objectives

This plan is designed to meet the following key objectives:

- Establish CHP as the leading provider of health care education in Kansas among primary audiences.
- Expand recognition among key audiences of the breadth of programs offered by CHP.
- Help grow clinical placement opportunities and partnerships.
- Foster higher Wichita State University priority of CHP programs.
- Better differentiate CHP from KU Med Center.
- Help attract high quality students.

Message focus

The college needs to closely associate its message with Wichita State's emerging brand position of innovation and applied learning. Because economic development and job growth are at the center of current community, regional and state priorities, and because students identify "outcomes" as one of their primary reasons for selecting a college or university, zeroing in on job opportunities and workforce supply is critical to CHP's message.

For the health care industry in particular, the message focus should be around how CHP works to meet workforce needs in the growing and ever changing world of health care services. For prospective students, the message focus should be around how CHP helps students find opportunities and develops them to successfully enter the health care industry.

Tactical plan

1. Begin to develop compelling stories about CHP – its innovative work in health care education, its faculty and its alumni successes.
2. Position the dean and other top administrators as thought leaders around health care issues in our community and state.
3. Target industry-specific publications, journals and websites with cutting-edge

CHP stories of innovation in research and/or teaching. Utilize Newswise for general distribution to health care industry publications.

4. Develop a committed and maintained social media strategy to promote active content about CHP, its faculty, students and research (college level, not departmental). Target alumni and Wichita-area health care personnel.

5. Develop a regular college magazine for alumni and the Kansas health care industry. Publish and distribute twice per year.

6. Build partnerships with key area health care organizations and seek to generate shared initiatives to improve community/state-wide health care and health services.

7. Sponsor a Wichita Business Journal event and brand it closely to CHP.

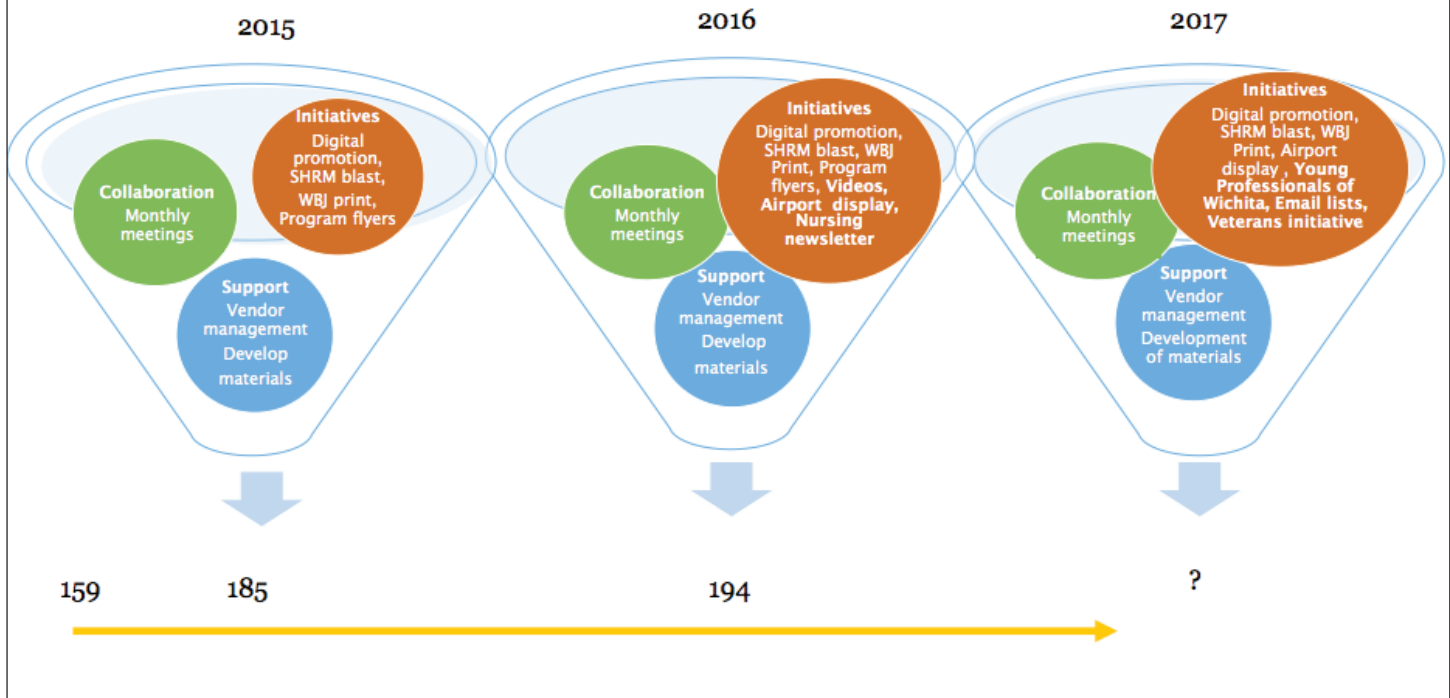
This plan can only be accomplished with staff time dedicated to marketing and content development. We recommend starting with a half-time marketing associate, hired and supervised within Strategic Communications and embedded in CHP, ramped up to ¾-time by year two and full-time by year three. This associate's only focus is on CHP and implementing and measuring results from this plan, but will have direct access to systems and colleagues in Strategic Communications.

Time frame

Because brand development takes time to create results, we recommend this plan be implemented and funded over an initial three-year period, with careful assessment following three years of implementation. A decision can then be made about how to proceed with CHP brand development work in subsequent years.



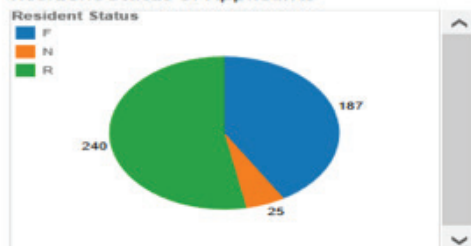
Objective: Grow enrollment in the MBA program



Another important outcome of the partnership was a better understanding of the MBA applicant pool

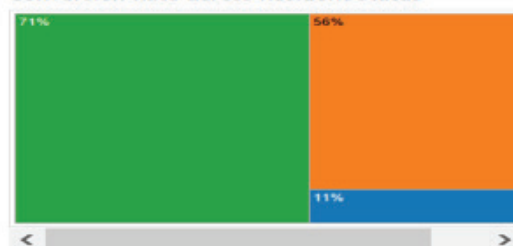
MBA Applications Analysis (Fall 2014 - Fall 2016)

Resident Status of Applicants



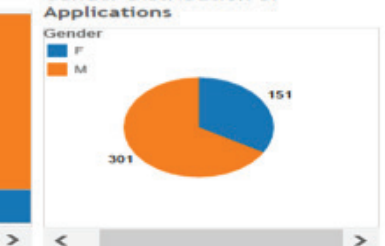
Residents are our largest source of applicants followed by international students (F: Foreign Students, N: Non-Residents, & R: Residents)

Conversion Rate across Resident Status



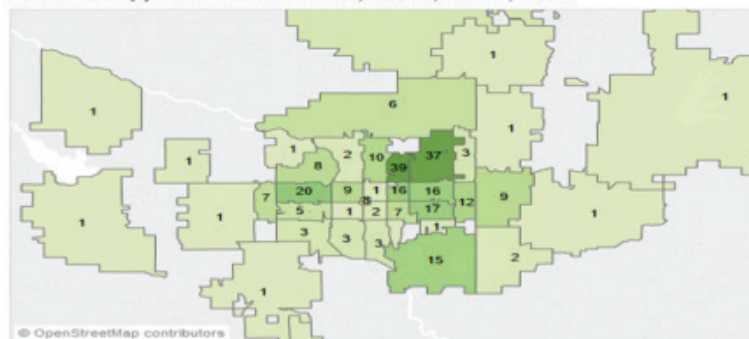
We are converting 71% of resident applications. Conversion of international applications is a challenge. (F: Foreign Students, N: Non-Residents, & R: Residents)

Gender Distribution of Applications

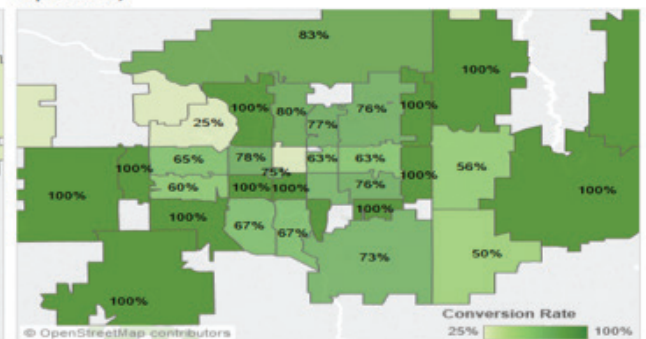


The male to female ratio for applications was 2:1

Location Analysis of Applications (Wichita Zip Codes): Top four zip codes for applications are 67220, 67226, 67212, 67207



Conversion Percentage (Applicants to Students) (Wichita Zip Codes)





1 1.11.17 KICKOFF MEETING included teams from Strategic Communications, Fine Arts and the Elliott School of Communication. Names discussed at meeting included:

COLLABORATION STATION	WSU CREATIVE LEAGUE	WSU ARTSLAB	WSU HILLSIDE STUDIO
CREATESTREET	WSU MEDIA ARTS	WSU ARTSPACE	
IMAGINATIONSTATION	CRADLE	WSU MEDIA ARTSPACE	
THE CREATIVE LEAGUE	WSU STUDIOS	WSU HILLSIDE ARTS LAB	

2 1.11-18.17 SUBMIT NAME IDEAS after kickoff meeting group agreed to allow time for further brainstorming:

ARTSLAB	WUSHOCK STUDIOS	SHOCKWAVE STUDIO	STUDIO SHOCKER
ARTSPACE	SHOCKER STUDIOS	MEDIA ARTSPACE	INSPIRATION STATION
CREATIVE TECH STUDIOS	HOTHOUSE STUDIOS	MEDIA ARTSLAB	SPECTRUM STUDIOS
COLLABORATION STATION	VIRTUOSITY STUDIO	MEDIA FORGE @ WSU	YB STUDIOS
CREATIVITY CAVE	SIGHTSOUND STUDIOS @ WSU	MEDIA ARTS STUDIO SPACE	IMPACT: Institute (Institution)
CREATIVE LEAGUE	SIGHTSOUND STUDIOS	(MASS)	for (of) Music, Performance, &
COLORSOUND STUDIO	SIGHT-AND-SOUND STUDIOS (S3)	MEDIA ARTS @ SHOCKER	Arts Creative Technologies
CREATESTREET	SHOCKER SIGHT-AND-SOUND	STUDIOS (MASS)	
IMAGINATION STUDIO	STATION (S4)	SPARK STUDIOS	

3 1.19.17 FILTER NAMES through State of Kansas website to check for availability:
http://www.kssos.org/business/business_entity.html

4 1.23-2.3.17 SURVEY sent to Elliott school and Fine Arts classes:

ARTSLAB	MEDIA ARTS STUDIO	MEDIA FORGE	IMAGINATION STUDIO
MEDIA ARTSLAB	CREATIVITY CAVE	CREATESTREET	VIRTUOSITY STUDIO
ARTSPACE	MEDIA ARTS STUDIO SPACE	SIGHTSOUND STUDIOS	IMAGINATIONSTATION
MEDIA ARTSPACE	(MASS)	COLLABORATION STATION	WUSHOCK STUDIOS
COLORSOUND STUDIO	CREATIVE LEAGUE	SPARK STUDIOS	

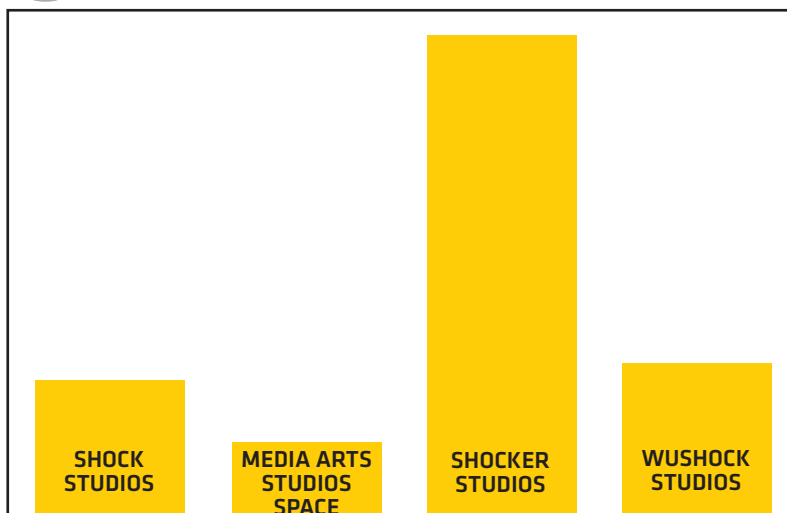
5 2.3.17 MEETING TO DETERMINE NAMES ELEVATING to WSU legal and Athletics:

1. SHOCKER STUDIOS 2. WUSHOCK STUDIOS 3. MEDIA ARTS STUDIOS 4. SPARK STUDIOS 5. SIGHTSOUND STUDIOS

6 2.20.17 SOCIAL MEDIA SURVEY:

ADDITIONAL COMMENTS FROM SURVEY:

- WuShock is a mascot and owned by Shocker Athletics
- SMArTS campus
- Shocker Media Arts & Technology Studios
- Shockin Studios!
- Shocker Creation Station
- Shocker Shake Studio
- WU-Space creative lab
- Archetype Engine
- I would select something more original. These seem predictable and almost lazy. I love how groundhouse was named something other than "Shocker Coffee"
- Better to lean away from another Shocker-based name? Media Studio at WSU? Call this the IDEAS lab instead of at Henrion?
- None of the above. How about "The Fields?" Fields are fertile ground that produce a rich harvest, something nourishing, like the wheat the Shockers are named for.





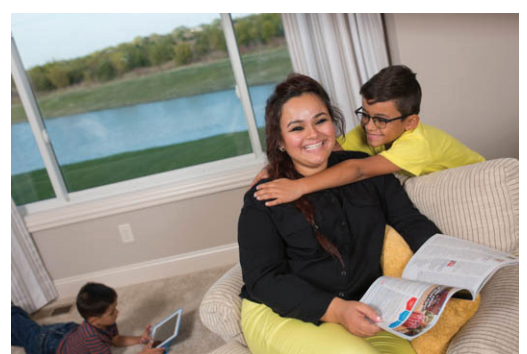
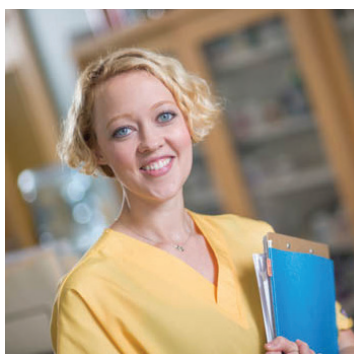
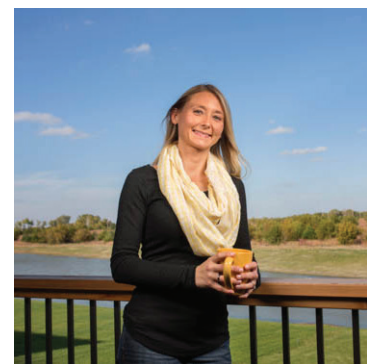
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Wichita State **ONLINE**



Portraits | Student Testimonials

Elements to be included in every photo:

- Contemporary settings that show students in authentic actions. Photos should appear to be spontaneously taken in a “slice of life” situation.
- Direct eye contact: No shots should be taken without the primary subject having direct eye contact with the photographer.
- Hints of yellow: When possible, look for ways to include yellow elements – for example, a sunflower in a vase, scarf, necklace, book, tie.
- Focus should be on one individual, although others may be in the background. The exception would be when a photo is used to show interaction – faculty and student or adult student and a family member (child, pet).

Elements specific to targeted audiences:

1. Adult online student photography guidelines

Common themes representation: Successful outcomes, career advancement.

- Demographics: 65% female, 35% male. Photos should be weighted to reflect this mix.
- Diversity: An effort should be made to reflect the breadth of students served – considering age, race, family status, physical stature and disabilities.
- Shots should represent authentic scenes from the adult student's life, including work, home and family.

STUDENT LIFE EXAMPLES



CAREER OUTCOME EXAMPLES



What is the INSIGHT?

What is the BUSINESS CHALLENGE?

What problem are we solving?

What is our Assignment?

Who is the TARGET CONSUMER?

What do we know about them that can help us?

What do we want the consumer to DO?

What do we know about them that can help us?

How do consumers FEEL about us today? How do we want them to FEEL?

How can we give them permission to believe?

What are the BRAND GUIDELINES?

How do we speak about the brand?

What is the DIGITAL LANDSCAPE for our creative solution?

What are the KEY DATES or MILESTONES for this project?

When is the final creative due? Are there smaller milestones along the way? When is the launch date?

Any OTHER NOTES that would inform this creative process?

Please share another insights, requirements, or caveats.

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