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**INTEGRATED MARKETING
COMMUNICATIONS**

DEVELOPMENT UPDATE

IMC Goals and Objectives

- Create clear vision for institution's image and reputation
- Establish robust, contemporary and memorable visual identity
- Provide framework to ensure communication of image through branding and marketing

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IMC Phases 1-2: Completed

- Brand development
 - *Interim Visual and Graphic Guidelines Plan*
- Institutional research
 - Market perception study
 - Campuswide marketing communications study
- Event management
 - Mercury 13
 - Governor's budget statewide news conference
- Media relations and publications
 - *UW Oshkosh Today*
 - *UW Oshkosh Marketing Opportunities Impact Report*
 - IMC E-updates
- Organizational structure
 - New hires
 - Alumni Relations assimilation



IMC Phases 3-4: Future

- Brand development
 - Campuswide training
 - New media outlets
- Media relations and publications
 - Expand media placement
 - Target industry and topical publications
 - University publications
 - University magazine
- Organizational structure
 - Office operations assessments
 - Working units within IMC
 - New hires
 - Brand review team
- Assessment, maintenance and growth



IMC Development Project Subteams

- Address:
 - Strategic Web Development
 - Internal Communications
 - In-House Agency Organizational Structure
 - “Brand” UW Oshkosh Creative Expression

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Strategic Web Development

- Progress Report
 - Integrated the team.
 - Reviewed available information.
 - Re-identified team priorities and objectives.
 - Identified, prioritized and documented information and system deliverables. (work in progress)



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Strategic Web Development

- To support the implementation of a prototype content management technology already identified by technical units.
- Develop awareness and buy-in of how this content management technology can improve the University's overall web presence, information accuracy and control, a standard navigation, however allowing departmental ability to content shape shift within predefined parameters.
- Document methodology for the use of RSS technology and feeds to integrate information flow across the University.
- Identify and secure resources needed for the overall improvement of our University's web presence.

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Strategic Web Development

- Examples of the current CMS technology applications on campus:
 - <http://www.uwosh.edu/ploneprojects>
 - <http://housing.uwosh.edu>

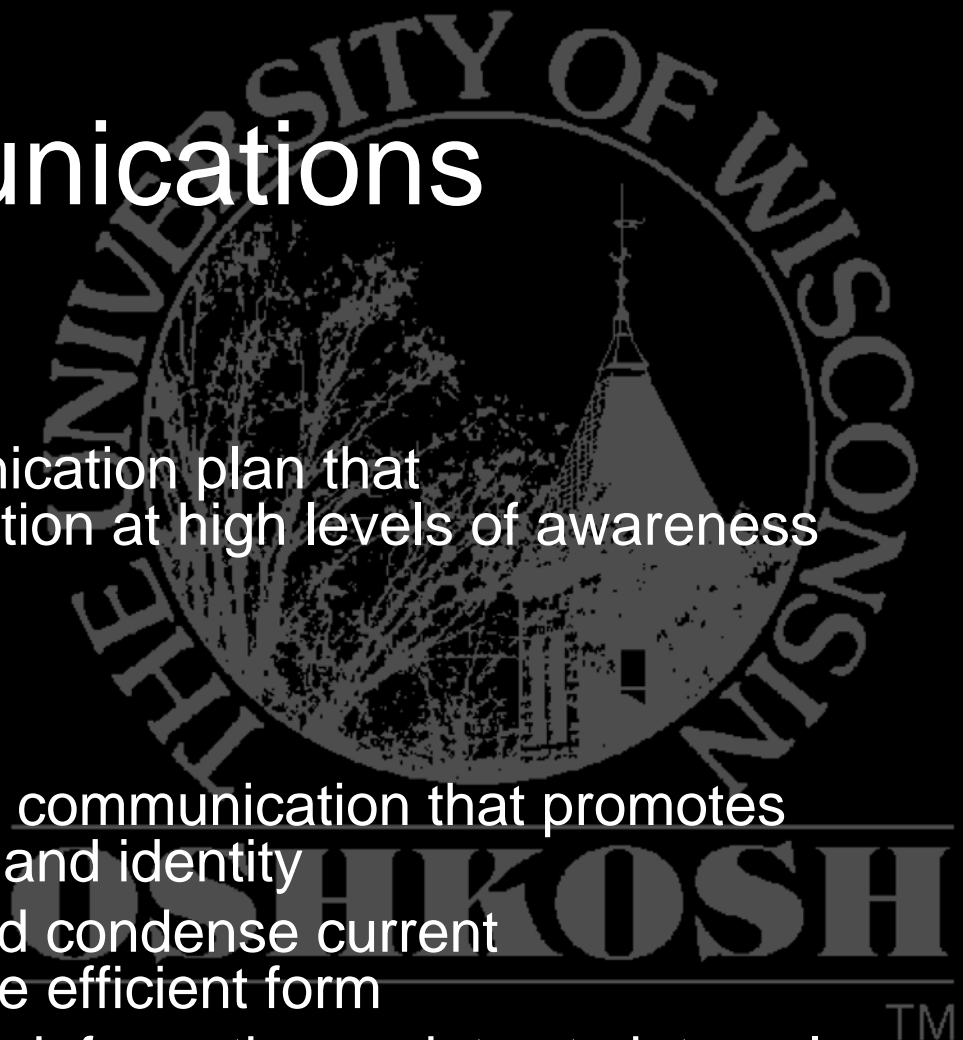
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Internal Communications

- Task
 - Develop internal communication plan that provides campus information at high levels of awareness and efficiency.
- Goals
 - Create culture of campus communication that promotes community, engagement and identity
 - Coordinate, centralize and condense current communications into more efficient form
 - Provide continual campus information updates to internal audiences



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Internal Communications

- Initial Recommendations
 - Promote faculty/staff use of *UW Oshkosh Today* as primary news page
 - Reduce use of campus e-mail lists (i.e. events, etc.) by promoting use of *UW Oshkosh Today*
 - Create resource for faculty/staff/students that outlines internal communication tools available and procedures to utilize these tools
 - Train IMC liaisons to maximize use of *UW Oshkosh Today*™ for internal communications



Internal Communications

- Ideas for Future Consideration
 - Consider a student counterpart to UW Oshkosh Today
 - Centralize campus newsletters on UW Oshkosh Today
 - Explore ways to promote overarching campus culture through internal marketing

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Review of Operational Resources in Support of IMC (In-House Agency)

- Current Problematic Issues

- Some areas of the University produce a high volume of marketing and communication materials.
- The variance of message can be confusing to target audiences, perhaps rendering messaging less effective than they could be.
- The degree of independence in creating messaging may lead to internal inefficiencies; perhaps more time and effort to produce messages of similar nature are being spent than is necessary.



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Review of Operational Resources in Support of IMC (In-House Agency)

Ideas to Remedy

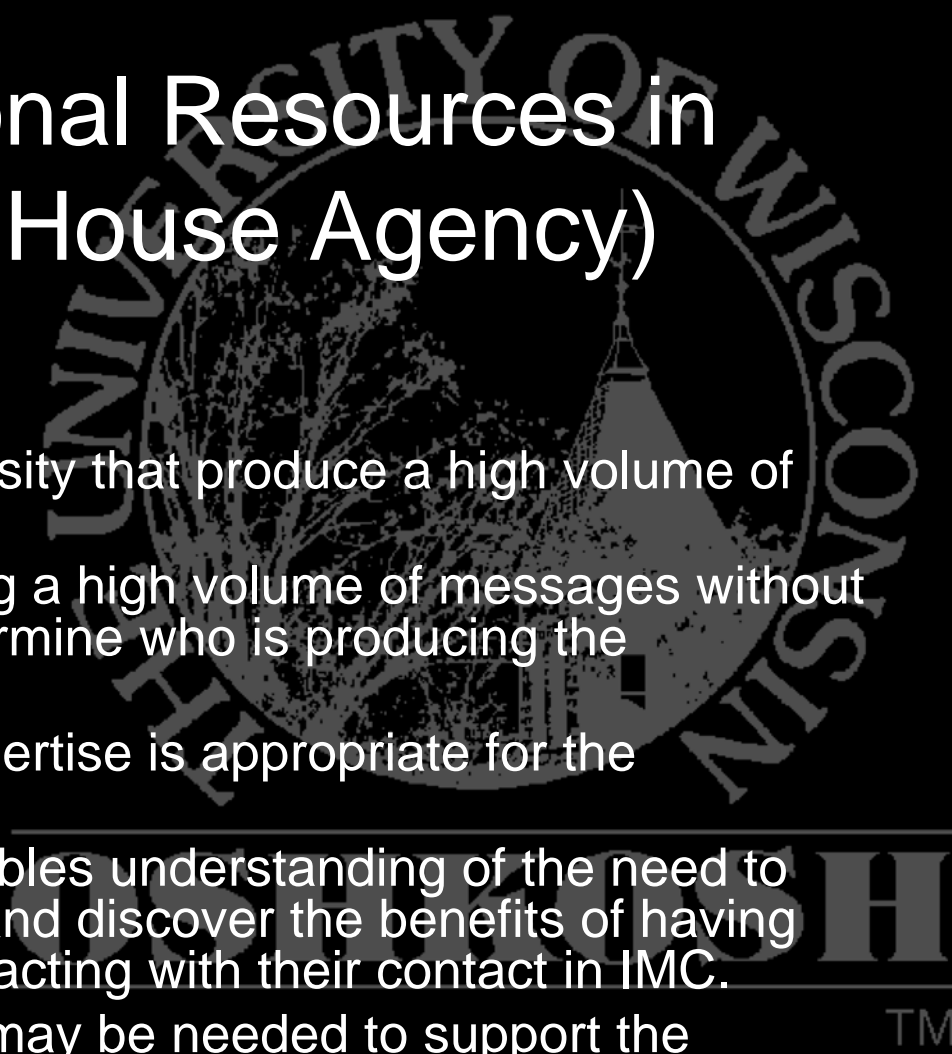
- Create a contact in IMC for all areas of the campus that create a high volume of marketing and communication messages.
- Encourage all areas of the campus that generate a high volume of messaging to have an embedded “developer” with expertise to produce messaging with little assistance from the IMC staff.
- Provide developers with a “tool kit.”
- Provide training for embedded developers.



Review of Operational Resources in Support of IMC (In-House Agency)

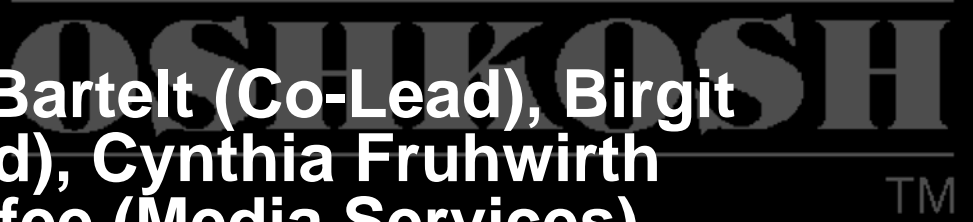
- Next Steps

- Confirm areas of the University that produce a high volume of messages.
- For areas that are producing a high volume of messages without the assistance of IMC, determine who is producing the messages.
- Determine what level of expertise is appropriate for the embedded developers.
- Develop a strategy that enables understanding of the need to remedy the current issues and discover the benefits of having embedded developers interacting with their contact in IMC.
- Determine what resources may be needed to support the development and maintenance of this business model.



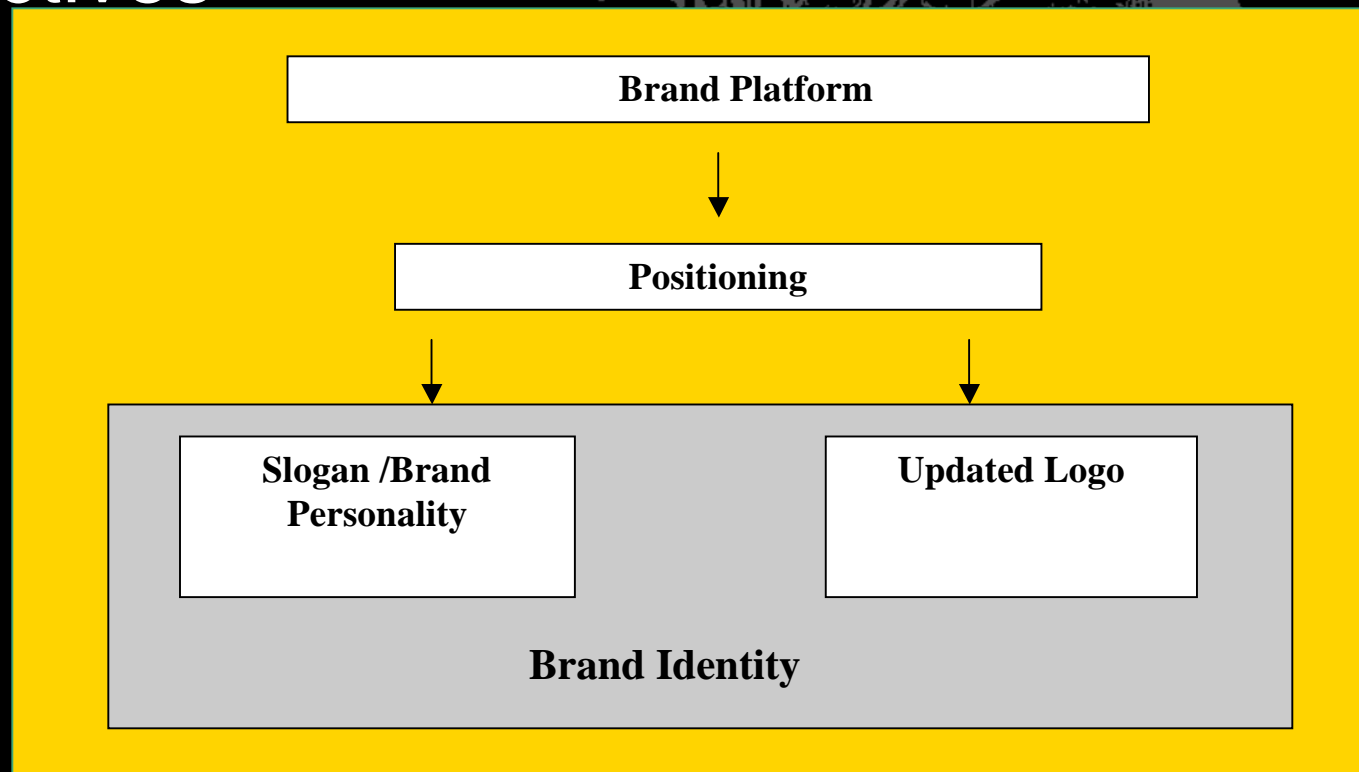
Development of Creative Expression in Support of “Brand” UW Oshkosh

- “Brand” UW Oshkosh
- **DEVELOPMENT OF CREATIVE EXPRESSION IN SUPPORT OF “BRAND” UW OSHKOSH (“BRAND” UW OSHKOSH): Progress Report -- December 2007**
- **Team Members: Linda Bartelt (Co-Lead), Birgit Leisen Pollack (Co-Lead), Cynthia Fruhwirth (Advising), Shawn McAfee (Media Services), Courtney Van Auken (Center for Community Partnerships), Liz Whalley (Advising)**



Development of Creative Expression in Support of “Brand” UW Oshkosh

- Objectives



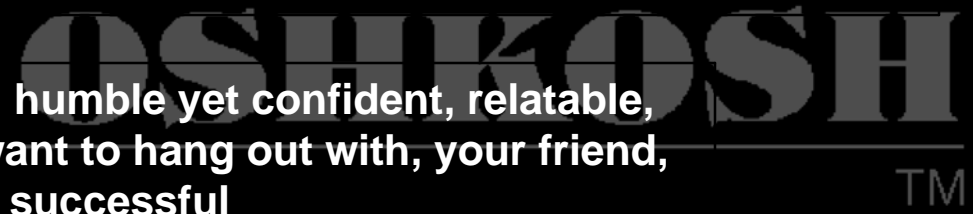
Development of Creative Expression in Support of “Brand” UW Oshkosh

Brand Ambition:
What can the brand become?

- Abundance of choices (e.g., majors, extra-curricula activities)
- Seamless connectivity (e.g., partnerships/relationships with employers for applied projects, internships, and employment after graduation)
- Discovery of knowledge through quality academics (e.g., centers of academic excellence)

Brand Personality
What is my character?

- Good neighbor, humble yet confident, relatable, someone you want to hang out with, your friend, helps you to be successful
- We are like Brett Favre, regular guy that achieved great things, self-made, anti Paris Hilton
- Remarkable faculty choose to be here



Development of Creative Expression in Support of “Brand” UW Oshkosh

Recommendation for Positioning Statement

UW Oshkosh seamlessly connects award winning academics to community with unlimited choices for personal discovery.



Development of Creative Expression in Support of “Brand” UW Oshkosh

- Recommendations for Brand Identity
 - **Separate University logo and University seal**
 - **Current logo**
 - Update
 - Becomes University seal
 - **Develop and test new logo**
 - Joint effort
 - » IMC Department
 - » Outside Consultants
 - **Slogan/tagline**
 - » Develop and test simultaneous with new logo
 - » Joint effort
 - **Develop graphic identity guidelines**
 - University seal and logo



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QUESTIONS/FEEDBACK