



Integrated Marketing Communications

Building OSU's Reputation

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Research Collected

- Opinion leader research
- OSU Alumni Association Survey
- OSU Foundation Pre-Campaign Assessments
- Enrollment Management Data
- Responses to the Marketing surveys completed by communicators
- Communications audit collateral
- Strategic plan; college plans; federal research agenda



What is IMC?

“IMC is... a comprehensive, coordinated, institution-wide effort to communicate mission-critical values and messages in ways that target audiences notice, understand and respond to.”

IMC stress data-driven segmentation, message integration and coordination and evaluation.”

Integrated Marketing Communication: A Practical Guide to Developing Comprehensive Communication Strategies
by Robert A. Sevier and Robert E. Johnson



What it is not....

- Not a tagline
- Not a graphic identity system
- Not a brand (institutional promise)
- Not a new set of ads, collateral, Web sites, etc.

What it is

Maybe all of these...

but bundled under a much bigger picture strategy.

The IMC will not be able to address every need on campus
but it will serve as a road map for the institution in a
broad sense.

Why now?

Timing for this plan coincides with opportunities happening around and within the university.

- OSU is examining implementation of its strategic plan, specifically around the five thematic areas and the creation of business centers.
- While remaining consistent, federal research funding is at a plateau while at the same time, OSU's first-ever comprehensive fund-raising campaign, now in its public phase, is attracting new private resources.
- Our state is also transforming around us. Oregon is becoming more diverse and is seeing growth in population segments most notably within Latino communities.
- The state is also becoming more urban, and OSU, with its traditional land-grant roots, is looking comprehensively at the rural-urban interface and our contributions within.



What it will look like for OSU

The Herding Cats Challenge

- 19,400 students; 4,600 employees
- 11 Academic Colleges
- Extension presence in all 36 counties; 15 Agricultural Experiment Stations
- Hatfield Marine Science Center
- 1 Branch Campus – Cascades Campus in Bend
- 80+ decentralized “communicators”
- 140,000 alumni
- 25 very creative University Advancement staff



Three Major Components of an IMC

- University/institutional positioning statement
- Key Audience supporting positioning statements
- Audience-specific strategies and tactics



Looking Ahead – What OSU’s IMC will look like

University Positioning Statement

- Based on the OSU Strategic Plan
- Boldly states our promise; tells what makes us relevant and distinct; hints at our aspirations
- Will inspire pride in alumni and supporters
- Will be universally embraced throughout the different university colleges, departments and units
- Will resonate with key target audiences

Example: Nike Positioning Statement

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities.



Key Audience Supporting Positioning Statements

- Prospective Students and Their Parents
- Corporations/Industry
- Media
- Alumni and Donors
- Legislators and their staff
- Federal Funding Agencies

Nike Supporting Positioning Statement:

Diversity messaging for staff recruitment:

Diversity and inclusion mean different things in different countries and to different people. At Nike, Diversity and Inclusion is what drives creativity and innovation. It takes every one of our over 30,000 employees working at the top of their game for Nike to reach its highest potential. And we know that outstanding teams are composed of diverse people, backgrounds and skill sets.



Audience-based Strategies and Tactics

- Audience-based approach to print and Web collateral, advertising, publicity, events, etc.
- Timeline and evaluation points
- Resource Projection – staff and budget as well as institutional team composition
- Refresh points – key times to reexamine our priorities and assure that we are current in our strategies

Lipman Hearne Proposed IMC Process

1. Clarify organizational goals for IM; Refine project path.
2. Learn from campus; Assess current brand and marketing profile; Consolidate understanding and direction.
3. Capture ambitions; Delineate essential components of offer.
4. Plan how to motivate audiences to act through an integrated mix of tactics.