

Close your eyes

Communications & Outreach Department



Areas of Responsibility

- Enrollment Marketing (URM, Admissions)
- Community Relations (URM)
- *Alumni Relations (OSUAA)*
- *Internal Communications*

Goals

- Inform audiences
- Encourage action, support

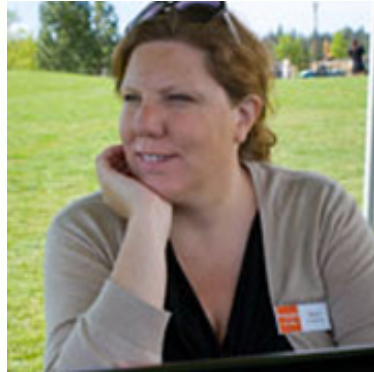
Team Member Portfolios

Christine Coffin



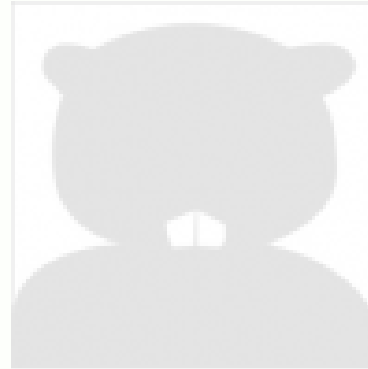
- Lead
- Strategy
- Community Relations
- News
- Events

Sara Freedman



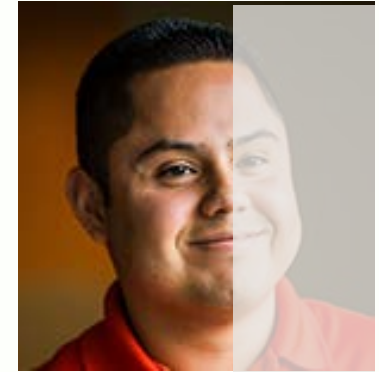
- Web Content
- Writing
- Social Media

Name Name



- Graphic Design
- Marketing Coordination

Apolo Aguirre



- Event Logistics
- Database

Services/Skills

- Writing/Editing
- Photography
- Graphic Design
- Project Management
- Distribution (Salesforce Database)
- Event Coordination

- Social media best practices
- Web/Drupal
- Brand tools and templates

- Videography
- SEM/SEO

 **OSU-Cascades**
Published by Christine Coffin [?] · September 1 at 2:21pm · 🌐

OSU-Cascades social science researcher Elizabeth Marino contributed to story on climate change and village on frontline. See [The Atlantic](#) on newstands now.



A Preview of What's to Come: The Story of an Alaskan Village That Will Soon Be Underwater
Residents of Newtok voted to relocate as erosion destroyed their land. But moving has been almost impossible.
THEATLANTIC.COM | BY ALANA SEMUELS



Stories, Information, Data

Campus Expansion



- +8,300 video views
- +5,300 clicks
- Facebook likes inc. 26%
- Twitter followers inc. 41%
- E-mail newsletter recipients inc. 77% to 4,698

Freshmen



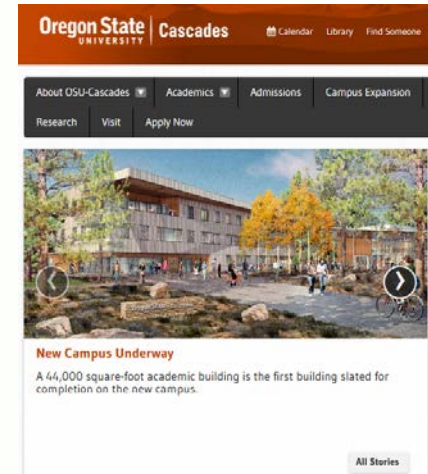
Lead Generation

- 4,000 leads
- 5,500 interactions with brand

PPC

- 1,115 clicks
- 170,492 impressions

Web Traffic



- Web traffic inc 20% in 2 years
- Inc. 20% to undergrad list page
- Inc. 29% to Apply Now
- Inc. 289% to Get Info.
- Inc. 48% to graduate list page

Stories, Information, Data

Database



- 7,200 records
- Newsletter: 5,000
- 25% open rate
- 8-20 branded communications/mo

News/Editorials



- OSU Today: 40
- 13 supportive editorials
- News stories increased 100%, avg more than one a day
- Inc. 7-fold outside of C.O.
- Inc. 3-fold out-of-state

Events



- Cultural – Chamber Choir
- 11 Science Pubs
- 5 It's in the Bags
- Sponsored Events
 - TEDx
 - Shaken
 - EDCO
 - WinterFest
 - Co. Fairs

Looking Forward: 2015-2016 +



- Onboard new team member; plan for '16-17 hire
- Enrollment
 - Deepen expertise and conversion
- Community Relations: Expansion
 - Engage community in positive momentum
- New campus
 - Plan for branding
- Internal Communications
 - Culture Committee
- Alumni
 - 5,000+. Who are they?



Challenges/Opportunities

CAMPUS EXPANSION

- What student/fac stories do we share externally to demonstrate we're more than bricks/mortar?
- How do we communicate re: future planning and community collaboration?

ENROLLMENT MARKETING

- What expertise within/outside OSU do we need to reach enrollment goals?
- How can we help ES get a larger % of web visitors/leads to convert?
- How can we play a stronger role in grad program recruiting?
- How can we better optimize online marketing?

PROVIDING SUPPORT TO COLLEAGUES (and vice versa)

- What systems will we put in place to be more efficient/timely?
- When do we “do” and when do we provide communication tools?
- What communication tools are needed by colleagues?
- How can we help develop a data/metrics culture?
- Are there benefits to creating an internal salesforce/database culture?

INTERNAL COMMUNICATIONS

- Will enhanced internal communication help improve our culture?

ALUMNI

- What role do we play; what role does OSUAA play?