Close your eyes

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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
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?