



**Strategic Priority Funding
Application Form
2007-2008**

#15

Project Name Integrated Marketing

Applicant's Name Jeff Iseminger Mailing Address 232 AFC

Applicant Signature Jeff Iseminger

Email Address jeffrey.iseminger@ Phone Number 2823

Dept. Chair Signature _____ Date _____

Dean Signature _____ Date _____

Vice President Signature Margot Zeleny Date 11/29/06
for David Willard

Date Submitted to Office of Institutional Planning: 11/29/06
(Deadline is November 30, 2006)

Priority Number

Minnesota State University, Mankato FY08 Strategic Priority Funding Request

1. Which Strategic Priority and Objective does this funding request support? See link for Strategic Priority definitions. <http://www.mnsu.edu/president/priorities/definitions/>

Strategic Priority PR & Marketing Innovative Idea: _____

Strategic Priority Objective To develop a marketing plan to promote Minnesota State Mankato.

2. Provide a brief description of your project. Please attach a one page project narrative:

Raising the University's visibility in the marketplace through advertising and news placements. (see attached)

3. How will the funding request support the Strategic Priority?

a. It will continue the execution of the University's marketing plan.

b. _____

c. _____

d. _____

4. Describe the measurable outcomes:

a. To improve the University's name recognition in the marketplace and the public perception of our quality and prestige vs. that of our competitors.

5. Assessment Measures – Define what methods will be used in assessing the effectiveness of the project.

a. a resurvey in 2007 of 500 random households in the Cities,
b. comparing the results to a similar survey by phone in 2005

c. _____

d. _____

Reports Due:

6. Mid Year Report due _____ January 31, 2008

7. Summary Report due _____ June 30, 2008

8. **Budget Request:** From Strategic Initiative Funding

	<u>Request</u>	<u>Match</u>
Salary	_____	_____
Fringe	_____	_____
Grad Assistant	_____	_____
Grad Assistant Stipend	_____	_____
Non Salary (Specify)	_____	_____
_____	_____	_____
_____	_____	_____
Equipment	_____	_____
Total Budget Requested *	<u>\$131,000</u>	_____

(This sum accounts for anticipated 5% increase in media costs in 2007.)

9. **Special consideration (e.g. room, building, office or any impact on other divisions):**

* Pending funding.

PROJECT NARRATIVE: INTEGRATED MARKETING

Minnesota State University, Mankato

This project continues the University's investment in raising our visibility, increasing our name recognition and improving the public's perception of our quality and prestige compared to our competitors.

Thus far, this investment has focused primarily on the Cities, which represents our growth market in student recruitment, as well as the home of many alumni and major donors:

- We have aimed to improve our name recognition (a problem revealed by our market research) through billboards and bus wraps that boldly feature our name and school colors. Lodging our name in people's minds comes through repetition, and since May 2005 we have achieved 76 million "repetitions" or daily exposures to our name, primarily through billboards and bus wraps.
- We have featured several successful alumni in a series of inside front cover ads in Minnesota Monthly Magazine. We chose our graduates as the ad focus because our research has shown that a key marker of prestige for people in judging the quality of a university is the quality of its alumni. We chose Minnesota Monthly because it has a highly affluent readership of opinion-leaders whose children are approaching college age.
- This fall we began moving from brand recognition to brand definition by placing several underwriting ads on Twin Cities Public Television. The 12-second spot we used was based on our University vision and ran before and after various programs, including the Lehrer NewsHour, which audience surveys show has extremely high credibility and, like Minnesota Monthly, attracts opinion-leaders.
- For the spring 2007 media buy, we will consider expanding our bus wraps, which have generated substantial "buzz" reported to us by alumni and non-alumni alike. (Even former Vice President Walter Mondale mentioned our bus wrap in a recent appearance on our campus.) We also may try some targeted use of commercial radio in the Cities, as a further extension of our brand definition.
- This year we have employed a publicist in the Cities to help Mike Cooper, Director of Media Relations, gain news placement in Cities media. We've received coverage on such topics as the Force Science Research Center and CSET biofuels research in media such as Minnesota Public Radio, WCCO-AM, the Star Tribune and Fox 9 TV.

To assess the overall impact of this project, we will resurvey 500 random households in the Cities in fall 2007, asking the same questions we did in May 2005, when we conducted our baseline attitudinal survey.