



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

#16

Project Name Diversity Advertising

Applicant's Name Jeff Iseminger Mailing Address 232 AFC

Applicant Signature Jeff Iseminger

Email Address jeffrey.isevinger@ Phone Number 2823

Dept. Chair Signature \_\_\_\_\_ Date \_\_\_\_\_

Dean Signature \_\_\_\_\_ Date \_\_\_\_\_

Vice President Signature Margot Zelony Date 11/29/06  
for David Williams

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 Promote Diversity Innovative Idea: \_\_\_\_\_

Strategic Priority Objective Develop a comprehensive institution-wide diversity plan.

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

Placing ads in Mankato and diversity-based cities media that show our institutional commitment to diversity. (see attached)

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

a. It will enhance the media impact of the Diversity priority.

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

4. Describe the measurable outcomes:

a. To increase the number of people who seek more <sup>diversity topics</sup> information on

b. To raise our institutional profile and educate target audiences

c. about diversity at Minnesota State Mankato.

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

a. Number of hits over time on new diversity web page.

b. \_\_\_\_\_

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>\$21,000</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: DIVERSITY ADVERTISING

### Minnesota State University, Mankato

The Diversity Advertising program places ads in The Reporter, Free Press and diversity-based media in the Cities. The targeted Cities media cover African American, Asian American, Latino, Native American and LGBT audiences.

The ads (see attached sample) are designed to:

- have the same "look" in order to achieve quick recognition by readers over time
- be graphically integrated with the University-wide branding campaign
- broaden the appeal to readers through a triple set of action triggers: employment, enrollment and special events
- show broad *institutional* commitment

The ads are designed to drive readers to a new Diversity web page for the purposes of studying here, working here and attending special events. For the first time in the University's web presence, this site (which will go live by Jan. 1) features all of our diversity links in one url, functioning as a diversity portal. It also has language that is welcoming and inviting.

The impact of the ads will be monitored through assessment of hits on the web site over time.

# EDUCATION • JOBS SPECIAL EVENTS

[www.mnsu.edu/diversity](http://www.mnsu.edu/diversity)

The community at Minnesota State Mankato  
invites you to visit and join us as we  
celebrate diversity at our great university.



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