Your Role in Marketing
County Leader Training
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Introductions

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Your Role in Marketing

• Coordinate with local faculty and staff on OSU marketing
efforts and strategies that increase awareness of programs in
the Division of Outreach and Engagement efforts, including
the OSU Extension Service, OSU Extended Campus, and
OSU Service Learning programs.
• Implement marketing strategies at local level, in conjunction
with statewide strategies developed by OSU and OSU
Extension.
• Work with OSU University Relations and Marketing and
Extension and Experiment Station Communications to
develop effective relationships with local media.

Today’s Objectives

• Understand the OSU brand guidelines and how you can
ensure that your communications are brand compliant
• Have a baseline familiarity of OSU Extended Campus and
your role in increasing awareness of Ecampus offerings
• Know where to find Extension marketing resources and
generate some ideas about extending the awareness
campaign

Oregon State University Brand
The OSU Brand — Color Palette

The OSU Brand — Photo Style

The OSU Brand — Photo Style

The OSU Brand — Photo style

The OSU Brand — Fonts

The OSU Brand — Icons

The OSU Brand — The Tag

The OSU Brand — Templates

The OSU Brand— Multi-page Docs

The OSU Brand — College of Ag Sci

The OSU Brand — Promotional Items

What You Can Do

• Ensure compliance with OSU brand guidelines throughout all communications

Resources

• Brand Toolkit: oregonstate.edu/ua/brand-book
• OSU Communicators Network: imcnet.ning.com
• OSU Printing & Mailing Design Online: printmail.oregonstate.edu/design-online

Contact:
• Laura Shields, laura.shields@oregonstate.edu, 541-737-4668

Ecampus – OSU Degrees Online
Your Role in Marketing

- Coordinate with local faculty and staff on OSU marketing efforts and strategies that increase awareness of programs in the Division of Outreach and Engagement efforts, including the OSU Extension Service, OSU Extended Campus, and OSU Service Learning programs.

Overview: Online Courses/Programs

- Over 800 credit courses available online
- Courses in over 80 subjects
- 14 undergraduate degree programs
- 19 undergraduate minors
- 16 graduate programs (some hybrid)
- Partner with 10 OSU colleges
- Partner with approximately 500 faculty members annually

Online Degrees and Programs

Who takes OSU online courses?

1. Adult, degree-seeking students
   - Juggling career & family
   - Stopouts
   - Community college students (DPP)
   - Military and veterans
   - Professionals in natural resources

2. Campus students
“Distance Student” demographics

• 60% of our students are women
• 30% reside in the state of Oregon
• Average age is 33
• Last year students enrolled from all 50 states and over 20 countries

2011 Statewide Needs Assessment
What is the estimated market size for online in Oregon?

• Nearly 1.4 million in Oregon hold some college, an associate or bachelor’s degree

• Eduventures estimates that 567,766 are potentially interested in pursuing additional postsecondary education.
  • 232,784 would consider wholly online (41%)
  • 170,329 would consider hybrid (30%)

Consumer Demand – All Programs
Which two subject matters remain in greatest demand in 2011? (From list of subjects, select one…)
1. Business administration & management (general) (12%)
2. Computer & Information Sciences (10%)

Combined business disciplines >25%

Which program/degree type is in highest demand?
1. Master’s (29.3%)
2. Bachelor’s (27.0%)

Consumer Demand – Ecampus Degrees
Top three Ecampus undergraduate degrees considered by prospects  (Select any from list you would consider…)

1. Liberal Studies (20%)
2. HDFS (20%)
3. Economics/Sociology (18%)

28 Ecampus Creative – OSU Degrees Online
• Annual campaign with variety of media
• Real Ecampus students
• “No campus required” campaign with play on “campus” vs. “online”

29 Ecampus Creative - Outdoor/Transit
• Billboards in various Oregon cities (Astoria, Newport, Coos Bay, Klamath Falls, Pendleton, Ontario, Salem, Longview)

• Max-train interiors (Portland)

• Bus back/bus sides in major Oregon urban areas (Portland, Gresham, Salem, Eugene, Albany)
30 **Ecampus Creative - Print Ads**
- Family magazines
  *(MOM, Oregon Family Newspaper, Metro Parent, Portland Family Magazine)*
- Portland business/lifestyle
  *(Portland Business Journal, Goodness, Portland Monthly)*
- NW community colleges
  *(student newspapers)*

31 **Ecampus Creative - Radio**
- OPB
  10 second spots in Portland area. Example: “OSU degrees online: 800 courses, 80 subjects. No campus required. ecampus.oregonstate.edu”
- Commercial
  60 second spots in six Oregon regions. Featured both a male and female version of spot. ( )

32 **Ecampus Creative - Military Ads**
- **G.I. Jobs**
- **Military Spouse**
- Facebook Ads
- Events: Yellow ribbon fairs around the state

33 **Targeted Marketing**
- Annual marketing plan with dept/college
- Program microsite on Ecampus website
- Program flier
- Direct mail, email blasts, print ads, conferences/expo booths
- Internet marketing (Google Ad words, SEO)
Google AdWords and Social Media Ads

- Google Adwords
- Keywords and topics
- Search & network displays
- Facebook/LinkedIn Ads
- Demographics, activities, interests, career, geography

Banner Ads

- Targeting websites that match a demographic for a specific degree program.
- A few examples:
  - NWSA.com – National Women’s Studies Association
  - ACA.com – American Counseling Association
  - NPCA.org – National Parks Conservation Association
  - AWRA.org – American Water Resources Association
  - Wildlifejournals.org – The Wildlife Society

Ecampus Communication Center

- Staff field initial inquiries (800#, email, or prospect web form)
- Prospect → apply → enroll = conversion
- Average time from inquiry to enroll = 90 days
- Follow-up with program-specific communication plans
- Goal: add prospects to our database & build a relationship
- Launching a CRM this year…

Prospect Snapshot (Jan – Dec 2011)

Top four program inquiries
- B.S. Environmental Science
- B.S. Fish and Wildlife
• Master of Natural Resources
• B.A./B.S. Liberal Studies

New prospects 4/11-4/12
• Total: 10,228
• Monthly: 852
• Daily/5 days: 41

38 Enrollment Growth

39 What You Can Do
• Connect prospects with Ecampus Communications Center
• Distribute Ecampus search pieces
• Potentially represent OSU at local education / career fairs

40 Resources
• Ecampus search piece
• Summer Session planning guide
• Program-specific materials

Contact
• Marketing requests: Jessica DuPont, jessica.dupont@oregonstate.edu, 541-737-2569
• Prospective students: Ecampus Communications Center, ecampus@oregonstate.edu, 800-667-1465

41 OSU Extension Service

42 Your Role in Marketing
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43 **Awareness of Extension**
- Low awareness in the general market limits Extension's growth potential.

44 **Familiarity**
- Lack of familiarity with Extension's programs and services, even among those aware, have led to very low use rates.

45 **Building a Stronger Extension Brand**
- To communicate that Extension is a program that clearly merits support and funding, its programs and services must be brought to and recognized by a broader audience.

- There are two way to do this:
  1. Increase the amount of marketing spend substantially.
  2. Use existing resources more effectively – leverage Extension's scale through the use of a common brand framework – without making a more serious investment.

46 **eXtension Brand Value CoP**
- Brand toolkit including a messaging system and set of templates.

  Brand value messaging statement
  - Extension provides practical education you can trust, to help people, businesses, and communities solve problems, develop skills, and build a better future.

47 **Focus Group Takeaways (Spring 2011)**
- Awareness, perception and value in line with previous research done both locally and nationally
- Very low awareness in the “non-affiliated” Portland group
- Do a better job of telling the story of the whole organization
- “We want to hear more from Extension.”
OSU telephone survey*: results related to OSU Extension

- Nearly two-thirds of respondents have heard of OSU Extension.
- Among those aware of OSU Extension, two-fifths have used its services.

* Commissioned by University Marketing & Relations, Jan/Feb 2011

Awareness Campaign

Campaign Objectives

- Raise awareness of OSU Extension
- Drive traffic to the website
- Deepen relationships with those who know a little bit about the organization
- Introduce the new tagline

Audience

- OSU staff, faculty, students and alumni
- Extension volunteers (over 18,000 in 2010) and participants (over 2 million in 2010)
- Oregon enthusiasts (environmentally conscious, community leaders, outdoor adventurers, interested in developing skills to build a better future)

Tagline

Creative – Print Ads

Creative - Radio

OPB

- Drive time and Splendid Table
- Messages: delivering education, statewide network, educational programs and information, Ask an Expert,
Creative – Mobile and AdWords

- Chinook Book gardening mobile resource sponsorship
- Google AdWords gardening campaign

Creative – Pedicab Ads

Creative - Print Collateral

Website and Social Media

O&E Magazine

What You Can Do

- Identify a marketing lead for your county
- Bookmark the Extension marketing resources website, and share it with others
- Extend the awareness campaign to your community
- Add the tagline to communications
- Include print ads in your newsletters
- Print posters off and hang them in your office
- Distribute radio spots to local media

Publications

PSAs

- Series of four 60-sec spots and one 30-sec spot
- Distributed to stations around the state

55 Creative - Mobile and AdWords

170,329 would consider hybrid (30%)
232,784 would consider wholly online (41%)

Ecampus

Among those aware of OSU Extension, two-fifths have used OSU Extension.

“We want to hear more from Extension.”

Very low awareness in the “non-affiliated” Portland group

Awareness, perception and value in line with previous research done both locally and nationally

The OSU Brand – College of Ag

Prospective students:

- Program-specific materials
- Potentially represent OSU at local education / career fairs
- Distribute Program microsite on the organization’s website
- Identify a marketing lead for your county

Drive traffic to the website

Ecampus

The OSU Brand – Templates

Your Role in Marketing

- Staff field initial inquiries
- Apply
- Work with OSU University Relations and Marketing and Communications Center, 800-667-1465

56 Creative – Pedicab Ads

57 Creative - Print Collateral

58 Website and Social Media

59 O&E Magazine

60 What You Can Do
Resources

• Online marketing tools resource website
  extension.oregonstate.edu/employees/employee-resources/marketing-tools

Contacts

• Marketing and advertising: Rebecca Badger,
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Questions?