

UCM Commitment to Continuous Improvement

UCM Work Plan for FY20

Continuous Improvement

Outcome 1 – Building the Brand

Promote and expand awareness of the Winthrop brand to diverse stakeholders by expanding brand loyalty, brand awareness, brand associations, and perceived quality.

- Manage the new digital marketing relationship with partner Carnegie Dartlet 
- Continue to shepherd and shape the work of the Marketing Advisory Council 
- Provide support for web authors on writing for the web, institutional voice, and pride points 
- Complete an RFQ for photography (per purchasing) 
- Collaborate and strategize with Admissions and Graduate School on enrollment initiatives 
- Support partnership with Wiley 

UCM Work Plan for FY20

Continuous Improvement

Outcome 1 – Building the Brand

Promote and expand awareness of the Winthrop brand to diverse stakeholders by expanding brand loyalty, brand awareness, brand associations, and perceived quality.

- **Work with AEM student engagement team on website enhancements:**
 - Incorporation of degree pathways for Bridge program 
 - Updates to special landing template to accommodate new features 
 - Menu structure changes (admissions landing/home page and secondary pages) 
 - Campus Visit page revamp 
 - Incorporate marketing language into Majors and Programs site 
 - Prioritize site work based on prospective student interest (with Marketing Advisory Council) 

UCM Work Plan for FY20

Continuous Improvement

Outcome 1 – Building the Brand

Promote and expand awareness of the Winthrop brand to diverse stakeholders by expanding brand loyalty, brand awareness, brand associations, and perceived quality.

- **Wrap up miscellaneous campus rebranding items from phases 3 & 4 (many already planned/designed):**
 - Athletics complex – Homecoming/Tailgating area improvements (new) ●
 - Building signage ●
 - Street and directional signage ●
 - Public art and tree markers ●
 - Police uniforms and vehicles 
 - Stewart Street entrance to campus ●
 - Pettus Archives signage ●

UCM Work Plan for FY20

Continuous Improvement

Outcome 2 – Increasing Admission Inquiry Pool

Engage prospective students in a virtual campus visit experience that generates admissions leads by prompting prospects to take action (e.g. register for or schedule a visit or apply online).

- **Increase visitors to tour**
 - Increased use of tour with admissions counselors ●
 - Increased presence/number of links to tour on new website ●
 - Social media advertising ●
- **Increase engagement of visitors (interactions, conversion rate, time spent in tour) ●**
- **Continue to add content to tour for users to interact with (add photos, videos, etc.) ●**
- **Plan annual reshoot – likely spring 2020 after expected campus renovations have taken place ●**

UCM Work Plan for FY20

Continuous Improvement

Outcome 3 – Increasing Engagement Across Social Media

Approach social media content production strategically and in a timely manner to increase stakeholder engagement in key demographics.

- Collaborate with Admissions to strategically use videos and graphics for recruitment purposes across all social media channels ↻
- Explore utilizing boosted/sponsored posts to allow customized viewership ●
- Work with Carnegie Dartlet to strategize on what other tactics may be utilized to increase engagement, overall reach and viewership in the 18-24 year old demographic ●
- Capitalize on trends, such as the popular #10YearChallege and other viral trends, etc., to increase overall engagement and viewership ↻

UCM Work Plan for FY20

Continuous Improvement

Outcome 4 – Support the university's revenue stream

Continue working to increase external sales in Printing Services.

- Implement faculty/staff/student marketing plan with monthly outreach for each audience 
- Build relationship with new Sodexo marketing manager 
- Build relationship with new external clients relationship manager in University Events 
- Work with schools in Chester County to provide basic stationary, plus specialty items like football and graduation programs 

UCM Work Plan for FY20

Additional Outcomes

Outcome 5 – Enhancing the Winthrop website

Develop an attractive, appealing website featuring the Winthrop brand that is responsive to prospective students' user-behavior and choice of devices. (Admissions work listed in Outcome 1.)

- Enhance user experience and author support campus-wide
 - Address menu length with key departments ●
 - Move image files and photos into individual folders ●
 - Identify and determine solutions for non-CMS sites moving forward ●
 - Implement password protection feature for folders on CMS ○
 - Implement OU Campus accordion functionality ●

UCM Work Plan for FY20

Additional Outcomes

Outcome 5 – Enhancing the Winthrop website

Develop an attractive, appealing website featuring the Winthrop brand that is responsive to prospective students' user-behavior and choice of devices. (Admissions work listed in Outcome 1.)

- Revamp UA website with focus on ease of giving ✓
- Create a trustee web portal within OmniUpdate to replace DirectorPoint 🔄
- Schedule additional web author trainings ✓
- Streamline/update the web services site ●
- Work with CIMT on updates to safety/emergency site ●

UCM Work Plan for FY20

Additional Outcomes

Outcome 6 – Support the needs of the university

Provide the support structure necessary to prioritize enrollment, fundraising and reputation/visibility initiatives

- Hire art director, web developer, and videographer ↻
- Review and update, if needed, the visual identity manual and other policies for which UCM is responsible ✓
- Manage marketing needs and/or communication flow for events of institutional significance (example: State of the University) ↻
- Support political events leading to 2020 election ↻
- Collaborate with other divisions on support for Homecoming tailgate ↻
- Implement calendar of holidays/observances for social media ✓

UCM Work Plan for FY20

Additional Outcomes

Outcome 6 – Support the needs of the university

Provide the support structure necessary to prioritize enrollment, fundraising and reputation/visibility initiatives

- Continue partnership with York County CEO ✓
- Secure work study student help in print shop ✓
- Determine future of six Xerox copiers ●
- Coordinate new campus parking, building, street and directional signage (in progress summer and fall 2019) ↻
- Continue to use temporary design help as needed ✓
- Participate in trainings/refreshers for emergency management ✓