

SOUTHEAST MISSOURI STATE UNIVERSITY
University Advancement Division
Goals – Fiscal Year 2012

DIVISION

- Evaluate results from campaign feasibility study and operational audit to make final recommendations for comprehensive campaign. Following final recommendations for campaign, establish priorities, goals and objectives.
Feasibility study completed and evaluated. Goal established, campaign name selected, and Case Statement completed. Launched silent phase of comprehensive campaign.
- Comprehensive campaign initiatives will include entire University Advancement Division to ensure successful implementation of objectives.
Assessed, analyzed and developed reports for comprehensive campaign for Board of Directors and marketing materials.
- Continue development of Foundation Board to build awareness and involvement in upcoming campaign.
Continued training sessions for Foundation Board of Directors to prepare for identifying potential donors for the comprehensive campaign.
- Successfully complete the calendar of Advancement events.
Hosted 30 alumni events throughout United States with over 1,000 alumni attending. Four additional events were organized and hosted by alumni.
- Continue to improve outreach efforts in St. Louis and nationally.
Thursdays in St. Louis event series continued with series of monthly social gatherings. Coordinated with St. Louis area alumni business owners to successfully implement entrepreneurship student program in conjunction with Dougals C. Greene Center for Entrepreneurial Studies.

DEVELOPMENT

- Continue utilization of moves management process to identify, cultivate and solicit new prospects with individual goals established for each development officer to meet goals of comprehensive campaign.
Continued to qualify prospective donors from wealth screening of database and assigning to development officers.
- Continue to implement development efforts and initiatives including working groups of alumni by geographic areas, campus tours, visits to colleges and departments, and special events.
- Prepare Banner database for upcoming campaign by providing reports and information for development efforts and recording of campaign gifts appropriately.
Tested and implemented new Banner release for Planned Gifts and currently developing Campaign report in conjunction with IT.
- Increase Annual Fund revenue by 15%.

- Additional segmentation and direct mail initiative to affluent zip codes in St. Louis area.
Annual Fund initiative for Fall 2012
- Complete 8-10 new planned gift arrangements.

Three new charitable gift annuities and eight new revocable planned gifts were established an an estimated value of over \$1.85 million.

- Implement recognition program for continuous donors
 - Provide training sessions to colleges and departments to encourage involvement in planned giving process.
 - Implement series of planned giving educational seminars for targeted audiences
- Continued Board of Directors training during Board meetings

Liaison Activities:

- Plan follow up activities from successful 2011 events such as the Health Care Initiative.
 - Identify private gifts for renovation of Magill Hall and potential naming opportunities.
 - Complete matching funds for Title III Grant for College of Science and Math.
- Completed matching gift funds during FY2012
- Acquire \$250,000 in new musical instruments for Holland School of Visual and Performing Arts.
- \$29,649.01 received in FY2012
- Raise \$150,000 for Mass Media Scholarships in conjunction with Herb Taylor Endowment.
- \$92,000 received to date
- Raise \$20,000 for Department of Theatre & Dance's 2012 Senior Showcase in New York.
- \$33,118 received in FY2012
- Establish room naming opportunities within Jane Stephens Honors House.
 - Develop plan for linking high-tech delivery system of obtaining information at Kent Library to donors with traditional delivery system mindset.
 - Continue to utilize HCB faculty and chairs to generate at least 10 new leads.
 - Obtain first gift for International Studies strategic initiative.
 - Secure first gift for Accounting professorship or endowed chair.
 - Continue to develop working-groups/natural partners in St. Louis and Bootheel to develop new prospects.
- Conducted series of events to secure funding for agriculture labs at regional campuses
- Secure donations of \$100,000 each for agriculture labs at Malden and Sikeston and begin fundraising for a lab in Kennett. Continue efforts on proposal to John Deere for funding for Department of Agriculture.
- Received \$94,500 for agriculture labs in Fy2012
- Seek scholarships for the new Cyber Security program.
 - Continue working to secure a gift of \$100,000 in scholarships through naming opportunities in College of Education.
 - Seek \$100,000 in scholarships for College of Health and Human Services
- \$10,000 for Hetzel Law Enforcement
- Assist alumni in St. Louis to endow a scholarship for St. Louis area students with a defined need to attend Southeast.
- St. Louis Cares Committee and initiatives funded scholarship for 2012-2013 academic year for student from St. Louis
- Successfully raise \$56,000 in KRCU general membership and increase Circle membership by 5%
- Raised \$56,000 for general membership and increased Circle membership by 5%

- Strive to raise \$60,000 for KRCU corporate support through a minimum of 300 contacts per year.
- Secure 3 new planned gifts through KRCU Legacy Circle.
- Increase corporate sponsorships for River Campus as well as playbill advertising.

Athletic Development

- Increase total marketing revenue by 20% and marketing/sponsorship Booster renewals by 5%
- Increase Booster Club membership to 600
- Develop and continue to engage membership in small business partner initiative and Young Professionals.
- Develop comprehensive list of potential major gift donors to cultivate new gifts.
- Evaluate all current fundraising practices and consider new opportunities to fund scholarships
- Evaluate structure of Booster club and annual membership drive.
- Generate \$50,000 in revenue from Walk for Women.
- Develop and introduce Redhawks Legacy program for planned gifts to Athletics.
- Expand reach of Redhawks brand into more local markets.
- Grow Rowdy's Kids Club to 50 members.
- Develop statistically accurate profiles of Redhawks fans/game attendees.

ALUMNI

- Unveil the Heritage Plaza during Homecoming 2011.
Successful launch at Homecoming in which 273 constituents donated with pledges and payments of over \$64,000
- Develop methods for engaging alumni in Cape, Jackson and Southeast Missouri
- Capitalize on outreach initiatives by engaging volunteers to help coordinate events.
- Grow Student Alumni Association to 250 members.
157 members in FY2012. SAA sponsored and/or participated in five campus events along with attending an officer retreat reviewing the organization's mission and by-laws.
- Grow the One Minute Mentor program to 150 successful matches.
594 Alumni mentors, 311 student mentees and 234 mentor relationships
- Plan and execute successful Homecoming.

UNIVERSITY RELATIONS AND MARKETING

- Continue to deliver high-quality, effective and innovative marketing materials by deadline to all campus clients.
- Develop marketing plan for upcoming capital campaign.
- Continue implementation of campus renovation communication plan.
- Transition university photographer position to digital image specialist position to improve quality and quantity of photos and video.
- Complete search for new web staff position.
- Complete Areas of Study project and coordinate with DegreeWorks.

- Work with Allen Gathman, interim dean of Online and Extended Learning, and regional campus directors on marketing plan and budget.
- Continue to work with Three Rivers College on marketing of Cape Girardeau Partnership for Higher Education.
- Establish formalized marketing plan and benchmarks for social media.
- Continue to evaluate projects for ROI and look for ways to maximize budget.
- Continue work with Integrated Marketing Committee to improve University's messaging, maximize resources and determine marketing priorities.

Web Design and Support

- Upgrade RedDot to version 10.1. This will involve creating new training documents/videos as well as retraining all existing editors.
Completed in FY2012
- Implement form creation software for RedDot, which will allow users to create and edit their own forms. All existing forms will need to be converted to the new system.
Implemented Wufoo software to streamline creation and updating of forms.
- Upgrade all remaining RedDot templates to the new design so the entire site has a consistent look and feel.
26 sites build, 11 sites rebuilt and 55 template and code conversions completed in OpenText (RedDot)
- Work with IT and CSTL to create a new mobile site with more functionality for students to access information normally only available in the portal.
- Work with Student Government to get the W.I.N.G.S. shuttles into the shuttle tracking system.

News Bureau

- Provide marketing/media relations support for the upcoming capital campaign.
- Spearhead media coverage and publicity for all River Campus events on deadline.
- Spearhead media coverage, news conferences, photo receptions, etc. associated with the 2011-2012 University Speaker Series.
- Continue to seek opportunities to use the Southeast News and the University's Twitter platforms to convey news in a timely manner. Continue to use other new media, including Facebook, to distribute news.
- Continue to enhance the Current News website with video footage that enhances stories. Place video on the University's YouTube site and link it from the Current News page.
- Use the new TVEyes broadcast monitoring service platform to review and analyze broadcast media coverage of the University.
Continued to use TVEyes to monitor broadcast news
- Leverage expert interviews for Southeast faculty members, especially when possible in the St. Louis media.
- Leverage agriculture initiatives at the David M. Barton Agriculture Research Center for publicity in agriculture-based media outlets.
- Use HARO (Help A Reporter Out) to seek national media opportunities for Southeast faculty experts.
- Continue to provide writing support for the Southeast Spotlights section of the University

Public Services/Publications

New Projects

- Design an electronic newsletter (quarterly?) on the order of On Campus for Admissions. Many schools are doing this and we are going to try our luck at it.
- Participate in marketing for the Online Checklist in progress. When this IT project is complete, this project needs to be marketed heavily to both new and current students, including coordination with the portal.
- Promote the \$50-\$60 million in campus renovations. When the admissions functions move to its temporary location, they want to heavily promote why they are in tight, temporary space, e.g. academic renovations, math and science expansion, etc.
- Rethink and redesign the admission advertisements, including the mix of media. Last year, we tried the Web, and we will consider all options as the thought processes unfold.
- Personalize our mailings (probably in postcard form) to new students. Research is underway to determine what the best and most efficient way is to do this.
- Determine ways to integrate the QR code into marketing efforts.
- Develop new publication for younger (sophomore and junior) students—possibly in the form of a tabloid.
- Determine ways to integrate ‘new and unique’ majors into the mix of admissions marketing.
- Develop major new marketing materials for Career Linkages and their efforts in St. Louis.
- Develop new marketing materials for students and parents surrounding the theme, “College is Possible.”
- Redesign of admission and scholarship guide to meet current recruiting objectives.
- Develop new marketing materials for financial aid (Verona).
- Develop new marketing efforts for tours and Show Me Day, especially in light of the relocation of admissions.

Ongoing Projects

- Continue to monitor the print contract.
- Provide Admissions with their marketing materials, in addition to helping them ‘tweak’ their mailing, advertising and overall marketing efforts. Coordinate design and messages for all materials to students, e.g., e-mail marketing, integrating “I will” campaign across various applications.
- Provide new marketing materials for Show Me Day.
- Better support cross-marketing efforts with publications and the Web, e.g. coordinating designs.

Advancement Marketing

River Campus

- Complete 2011-2012 Season of Events Brochure
- Incorporate brochure online at rivercampusevents.com
- Utilize new electronic version to increase tickets sales and promote the performances/exhibitions.
- Develop marketing plan for the upcoming season: distribution of season brochure, distribution of trifold brochure, email marketing plan for the year, development of databases for mailing/emailing, development of promotionals targeted to individual audiences for individual performances and development of television and print advertisements to promote the upcoming season and increase ticket sales.
- Schedule professional photo shoots for the major ensembles, so we have quality photos for marketing.

- Continue to meet deadlines and satisfy clients' publicity needs.

Athletics

- Develop cohesive marketing materials for all sports teams and carry through the design on the season's print, online, and television advertisements.
- Improve design of publicity materials from flyers to programs for all athletic events.
- Support Athletics in materials for fundraising and sponsorships.

University/Foundation/Alumni Association

- Support where needed in marketing for the upcoming campaign.
- Continue to communicate with alumni the good news from Southeast in email marketing messages, newsletters, and communications pieces. Continue to share alumni stories and successes in The Magazine of Southeast Missouri State University and in the Alumni newsletter.
- Support Foundation and Alumni Association in creation of communications for events and programs.
- Continue to improve editorial content and design of The Magazine of Southeast Missouri State University.
- Continue to improve content and options of the online version of the magazine.
- Complete the College of Science and Mathematics video and finish the remaining videos for the colleges.

Video Services

- Continue improvement in creativity, quality and performance in following annual projects:
 - The Merit Awards
 - Year in Review
 - All Sports
 - Hall of Fame
 - Walk for Women
 - Commercials for Athletics
- Continue and improve broadcast coverage for all sports and news events
- Continue production of college videos
- Improve video for web integration
- Increase cooperative projects with Mass Communications
- Continue training and education regarding software changes needed to help improve efficiency of operations for Video Services.
- Complete all archiving of past footage and move forward with emphasis now on P2 HD footage into file footage accessibility.

Photo Services

- Rethink the way photographs and video are taken to meet the expectations of younger generations.
- Provide scheduling of photo shoots by phone, email, or one-on-one with clients to make the discussion of photo/video shoots easier.
- Redesign the look for "Shad Says" monthly video episodes by creating a music and graphics package (including intro, lower-thirds, and outro). Also, promote the Alumni Association's website iAMsoutheast and their social media pages (such as Linked-In, Twitter, Facebook, and YouTube) via the "Shad Says" episodes.

- Begin to make all adjustments and retouches in Adobe Raw to ensure no destruction to digital negatives. Doing this will also simplify the archive by having just one file which will include the original photograph and the edited version.
- Begin adding detailed metadata to photos and videos, which will save time and increase accuracy in searches.
- Modify and implement the photo request form on a regular basis. The modification will ask the client to provide more-detailed information regarding their request's needs before submission.
- Merge old photographs into the new Photo Services' archive. This will bring the archive to a higher standard, including only high-quality, high-resolution photographs and video.
- The archive backup on CD totals over 700 discs. This will be sorted and transferred into the Photo Services' system. It will then be copied to a Blu-Ray disc archive, transforming it into a smaller disc set (roughly an estimated 10 discs).
- Share photo/video archives between Video Services. This will increase the quality of both Photo Services' "Shad Says" program and Video Services' videos.
- Determine the possibilities of various videos being produced from Photo Services to help enrich the website and news stories.