

Vitalization Task Force – Minutes

- Introductions
 - Dr. Flight – Prof in Marketing, 10 years at EIU. Served in Sports Management and Marketing. Experience in external fund generation prior to Academic experience.
 - Jack Curshank – Grad Student, Political Science
 - Christie Kilgore – 13 years at EIU, involved in Marketing at EIU, Social Media, Recruitment
 - Jeremy Alexander -
 - Chizogirim - Communication studies department, EIU for 1 year. Background in Communications and organizational communications
 - Abby Whittington - Daily Eastern News – Associate Editor
- Discussion of Workgroup Purpose and outcomes
 - Name but not a lot of direction on what we are covering and how we are defined
 - Defined outcomes from the President
 - University Marketing and Brand, what is the scope and bounds of the taskforce
 - Lots of cross over with other taskforce
 - Christie – visited enrollment taskforce, there is a chicken and egg thing going, we need an enrollment plan to base the overall marketing plan
 - Hopefully we can base marketing goals on our enrollment management plan
 - With specific goals with priorities and justifications to guide the marketing targets
 - Office has been asked a number of times to provide a marketing plan
 - Can do an advertising plan but some have used advertising and marketing interchangeable
 - How can we be proactive and not reactionary with regards to events at the institution
 - Jack – this goes in line with the mission statement of the university as well to how we can do marketing
 - Richard – it can work that way and how we define ourselves would play into how we marketing ourselves
 - Christie – it’s not the job of the group of come up with the taglines but looking for areas of investments or streamlining to make sure that we are efficient and effective. Dependent on targets from enrollment management.
 - Chigozirim - compared to other university EIU seems reactionary. We need to figure out how to move beyond the reactionary approach. What are we seeing developing in the culture on campus and how is that bleeding into other things. The environment is starting to look a little un-kept and how can we reverse that perception. As we think about the brand as a message, how can we have more authentic message to communicate organically. “EIU is” what does that mean? Discussion in class with students about what EIU is and what it is not. Transfer students say that EIU is not close-minded in her class. Some of the most wonderful things about EIU is not being communicated and not capitalizing on that strength and communicating in an authentic manner.

- Jeremy – We notice from the survey that people really love EIU, who do we authentically communicate it without looking like is just a marketing pitch.
- Chigozirim – How we do it- that is, more authentically communication, looking for the simplistic, stylistic changes that can communicate what our community is saying. We miss opportunities in getting that communication out.
- Christy – having a specific enrollment plan that would help guide us through the process on marketing pubs. We are having too many things to communicate on some of the pieces that we have going out based on the needs or wants of units or key personnel. From resources, we have all these great stories about EIU and we need to tell people. We need the resources on campus to gather design, edit and publish into spaces.
- Jeremy – Communication of all the marketing functions on campus but making sure that information is shared in an effortless manner. Proper tools, resources and personnel.
- Richard – Workflow and the organization of the workflow across campus. Structure, software and people.
- Christy – Works closely with Admissions. Wanted to be able to provide additional assistance to other departments. Making sure there is the intuitional knowledge and resources available to units that communicate and market with external audiences.
- Chigozirim – what are the outcomes we want to come out of this group, some of the short goals, building and maintaining relationships with the units on campus. There are so many resources, what is possible now and what services can be provided. Communication resources that are available and where to go and capabilities. Linking of all the marketing personnel on campus into a work group. A resources we have is student projects that can supplement some of the needs that we are doing.
- Richard – other departments that are also doing some marketing, looking at elements of the student abroad program that we can take a look at to model for marketing functions
- Christy – a centralize print center, or creation of templates for pieces. These could be create and departments go in and populate the information and approval made through the Creative Services group.
- Jeremy – some sort of content manager for all marketing pieces for the marketing function of the university
- Richard – Marketing occurs on three levels.
 - 1 – Overall view of organization What is the EIU and how we communicate
 - 2 – Middle Area (contingent of other work groups) Who are our markets
 - 3 – Functional part of marketing

Think about how we make recommendations in the Marketing and Branding area. Reference to the College Brand Performance Model. How the value drives decisions, we are not cheap. Academic reputation is something that statistically that one of the largest consideration. Social – will I fit in can if find things to get involved.
- Jack – how do we get information about involvement out to prospects
- Chigozirim - Charleston residents do not get information about EIU.
- Christy – Visit is the highest factor in our predictive model to enroll, not necessarily an open house but any other visit. You will be hard pressed to see another campus that doesn't say some of the same things we say, but if you show up and feel it sometimes is the best way to enroll. The connections happen and it clicks

- Chigozirim – what else do can we do to encourage the visit.
- Richard – opportunity to engage the community on campus.
- Christy – If the are events that are communicated to admissions and marketing folks we would make sure to target groups that are on campus so that visitors can get information.
- Jeremy – Communications of when groups are visit on campus, also marketing pubs to those groups to encourage them to look at EIU.
- Chigozirim – people have started protecting their turfs and trying to do it all and we have to overcome that barrier and communicate support. Partnerships and collaboration to effect the enrollment cycle.
 - Barriers – self-protection, knowledge and time
 - Marketing tool kit that is customizable - we need to make sure that is communicated out to the campus audiences.
- Christy – exists in an informal way but making sure that depts on campus can get to the large community when made aware. Having it development and performed in a structured way
- Richard – part of our job is defining what some of those resource are and providing a way that it can be easily communicated on campus. Creation of processes that allows for effective resources management
- Chigozirim – providing that information, university wide event registration that could notify all effect units, especially when effecting external stake holders.
- Jeremy – Content calendar,
- Christy – UB events show the culture of the campus to the prospective students, the digital identity of the campus can be communicated to the prospective student. Some departments might be very protective or feel there is a conspiracy why a department might be highlighted or not.
- Chigozirim – How do we reverse any cultural or perspective that the university is out to get a unit or department
- Richard – few not the majority might be territorial about things that may pertain to their department. Keeps contact with grads, in his interested to keep in touch as a way to promote his area/discipline.
- Christy – areas that might be territorial care deeply for their students but might mistrust or be suspicious of institution at large.
- Chigozirim – what are some of the ways UMAC communicates with individual departments
- Richard – How many people work in University Marekting?
- Christy – 4 in the total area, there are limited number of people and not a structured way of project management currently. Are there areas we could have restructuring that could provide areas for efficiency and increased synergy. Value into AVP Enrollment Management getting all the areas deals with the recruitment of undergraduate students.
- Richard – How do we do this? Referencing the Model, shows some of the factors that have an influence their decision making to enroll. Scholarships, financial aid, phone call, marketing pieces, family and other people that play into the impression that a prospect has about EIU. Usually once they know about us they know about us the like use, we don't want to be the hidden gem. Brand love for EIU
- Christy – how to take them and turn them into brand ambassadors. No shortage of alumni in Chicago market.

- Chigozirim – One of the goals in the department is to be more proactive, how do we alumni more engaged in the recruitment processes. How can we more direct or specific and encourage alumni participation.
- Jeremy – Utilizing our alumni at recruiting events, specific requests
- Richard – using established models to utilize alumni help through the recruitment process. Students learn an institution through some of our alumni.
- Chigozirim – How can we make it easier for alumni to contribute in other ways, not only money
- Christy – Friend raising not fund raising. How to utilize the reviews made to FB page.
- Chigozirim – how do we acknowledge contributions to the institution.
- Jeremy – ways to utilize the good relationships for our alumni and currently students that can be used to generate positive sentiment for the institution
- Chigozirim – showing the local and global reach of EIU people, more you can show impact or reach rather than only telling. People like to be active in a community that highlights their members
- Christy – Meeting of people that do social media on campus. Not uncommon to have at least one person dedicated to social media on campuses nationally.
- Richard – Moving forward.
 - Awareness
 - Brand Ambassador program
 - Alumni
 - Students
 - Other stake holders
 - Centralize Marketing Hub
 - On campus event work flow
 - Highlights, brag points
 - What is EIU Brand Personality? What is our personality?