

INSTITUTIONAL MARKETING AND COMMUNICATIONS STRATEGIC PLAN



MISSION

Institutional Marketing and Communications is the primary communications and marketing organization for the University of Wyoming. Institutional Marketing and Communications enhances and protects UW's reputation, advances and strengthens the university's brand, encourages community engagement, and reinforces UW's relevance in the lives of key target audiences, including current and prospective students, Wyoming residents, alumni, donors, friends, and faculty and staff.





GOAL ONE

Driving Excellence

JOIN TOGETHER AS AN INTELLECTUAL COMMUNITY ALREADY RENOWNED FOR ITS REGIONAL, NATIONAL AND GLOBAL RELEVANCE AND IMPACT BY FOSTERING AND REWARDING EXCELLENCE IN TEACHING, SCHOLARSHIP, INNOVATION AND CREATIVE ENDEAVOR.

- Promote and strengthen the university as a scholarly and creative enterprise.
- Build national reputation and stature through strategic initiatives.

Unit Objectives

- Develop, execute and assess integrated, strategic marketing and communications programs, both internal and external, that strengthen, promote and protect UW’s brand identity, relevance, accomplishments and excellence. Lead the collaborative process to maintain and advance UW’s brand identity through messaging, identity and communication design and execution.
- Use research-based decision-making processes to inform media and message decisions to promote UW’s brand, institutional reputation, community engagement and engagement of key stakeholders.
- Protect and sustain UW’s reputation through effective issue and crisis management strategies.

Measuring Success

Performance Indicators	Baseline	2022 Target
Positive media mentions – tracked by Meltwater platform	1,561	5 percent increase each year for the next five years
Increase submissions of releases about UW research to EurekAlert	13	25
National college rankings	US News & World Report (Best Public Universities 132), Washington Monthly (National Universities 55), Niche (Public Colleges 73)	Rise in each by the end of five years



GOAL TWO

Inspiring Students

INSPIRE STUDENTS TO PURSUE A PRODUCTIVE, ENGAGED AND FULFILLING LIFE AND PREPARE THEM TO SUCCEED IN A SUSTAINABLE GLOBAL ECONOMY.

- Implement a student-centric enrollment management strategy to grow enrollment and enhance recruitment and retention of students.

Unit Objectives

- Collaborate with the associate vice president for enrollment management and the offices he oversees to achieve the goals of UW’s strategic enrollment management plan – by developing and deploying effective messaging and materials; identifying key target markets of prospective students; executing marketing and advertising campaigns to reach those markets; and assisting in the student recruitment nurturing process.
- Increase collaborations with the Office of Admissions, including identifying and reaching target markets, producing effective digital and printed materials, and deploying Hubspot and marketing techniques in the nurturing process.
- Working with the Office of Academic Affairs, effectively promote UW’s distance program and UW-Casper offerings.
- Work with the AVP for enrollment management to maximize the spring digital edition of UWyo magazine as a marketing tool to students considering UW, including looking at content and delivery.

Measuring Success

Performance Indicators	Baseline	2022 Target
Help grow overall enrollment	12,366	13,500
Help grow enrollment of transfer students	967	1,200
Units using Hubspot to recruit students	3	Deploy Hubspot in conjunction with all colleges and schools in the next three years.
Hubspot leads, landing page views and conversion rate in 2017.	8,201 leads 87,833 landing page views 12.41% conversion rate	Increase each by 3 percent each year for the next five years.

GOAL THREE

Impacting Communities

IMPROVE AND ENHANCE THE HEALTH AND WELL-BEING OF OUR COMMUNITIES AND ENVIRONMENTS THROUGH OUTREACH PROGRAMS AND IN COLLABORATION WITH OUR CONSTITUENTS AND PARTNERS.

- Establish an Office of Engagement and Outreach.
- Bring outreach education and cultural opportunities to the state.
- Engage in a variety of strategies to establish contact with a greater number of alumni.

Unit Objectives

- Employ news promotions, publications, marketing and advertising programs, and web and other electronic communications to brand and differentiate the university, illustrating the contributions of students, faculty, staff and alumni to the creation of knowledge that solves the complex problems of today – and contributes to the cultural, social and economic well-being of the state, the region and the world.
- Increase volume and effectiveness of media releases to both state and national/international media.
- Effectively communicate UW’s statewide engagement efforts, in concert with a new Office of Engagement, using multiple platforms.
- Develop and support regular programs with Wyoming PBS focused on UW research and engagement efforts.
- Collaborate with the UW Foundation and UW Alumni Association through new promotions and programs to promote and support fundraising efforts.
- Use social media — in particular, Facebook, Twitter and Instagram — more effectively to drive increased interest in and support for the university.



Measuring Success

Performance Indicators	Baseline	2022 Target
Statewide polling on UW’s performance, desirability and statewide engagement	2016 Survey (results shown below)	Increase 2 percent positive responses in all categories in the 2018 and 2020 surveys
With Wyoming PBS, produce quarterly programs featuring UW service and research each year	1 in 2017	4 per year, 2018-2022
Social media followers	Facebook: 54,888 Twitter: 2,567 Instagram: 7,622	Increase 3 percent each year
Carnegie community engagement classification		Help UW become qualified to submit for 2024 deadline

WYSAC 2016 Statewide Survey: Perceptions of UW

- Providing an excellent undergraduate education: 71% excellent or good
- Educating young people to participate in Wyoming’s workforce: 66% excellent or good
- Being responsive to the needs of the state and its citizens: 66% excellent or good
- Have a strong level of engagement with your community: 61% excellent or good
- How well do you think the University of Wyoming appeals to Wyoming students and their families as a desirable place to attend college? 87% extremely well or quite well



GOAL FOUR

A High-Performing University

ASSURE THE LONG-TERM STRENGTH AND STABILITY OF THE UNIVERSITY BY PRESERVING, CARING FOR AND DEVELOPING HUMAN, INTELLECTUAL, FINANCIAL, STRUCTURAL AND MARKETING RESOURCES.

- Effectively communicate UW’s opportunities to prospective students, regional partners and national and global markets.
- Institute a centralized plan that tells our story and positions UW for recognition in all of these contexts.
- Develop a comprehensive branding, public relations and marketing campaign.

Unit Objectives

- Successfully develop, launch and implement a branding/marketing campaign, using the services of a third-party firm, including paid and unpaid media.
- Lead campuswide effort to implement a new branding/marketing campaign in all UW materials, digital and printed, and carry forward united messaging. Hold regular meetings with marketers/communicators across campus.
- Complete the process of creating marketing/communications positions in individual colleges and other units, with those positions reporting to Institutional Marketing/Communications but funded by the units. Using those connections, increase the sharing of research and other accomplishments.
- Assist each college and unit, through their marketing/communications specialists, with drafting strategic marketing/communications plans for their areas, linked to goals and outcomes from “Breaking Through.”
- With a centralized structure, assess all UW units’ printed communications and other materials to determine how they support UW’s mission and the goals of “Breaking Through.” Eliminate those that don’t support the mission, transition some to digital formats where appropriate, improve quality of those that are maintained. At the same time, explore a structure for UWyo magazine under which individual units could be allocated a certain number of pages, rather than producing their own separate magazines or newsletters.
- Make annual improvements to top-level pages on the UW website; implement Converge recommendations on IM-controlled sites and assist other units in improving theirs; successfully lead the transition of all uwyo.edu sites, with few exceptions, to CMS and UW templates; incorporate video storytelling in a more prominent manner; assess and create a new look for the website in 2019-2020.
- Conduct a UWyo magazine readership survey and use that feedback to make updates to the magazine.
- As the new marketing/branding campaign is undertaken, gain administrative support for enforcement of brand standards.
- Develop a dashboard to track the effectiveness of marketing efforts and engage the university community.

Measuring Success

Performance Indicators	Baseline	2022 Target
Website traffic to the UW homepage	2.9 million page views	Increase 5 percent each of the next five years
Homepage bounce rate	28.19%	Reduce 1% per year



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uwyo.edu/strategic-plan