



CURRENT TEAM

- **WRITING & EDITING (5)**
- **WEB (5)**
- **DESIGN (2)**
- **VIDEO (2)**
- **MEDIA & PUBLIC RELATIONS (1)**
- **SOCIAL MEDIA (1)**
- **PHOTO (1)**
- **ADMINISTRATIVE SUPPORT (1)**



EARLY FEEDBACK

- **OPTIMISM FOR WHAT WE CAN ACCOMPLISH**
- **NEED CONSISTENT VISION**
- **NEED LEADERSHIP ON BRAND & MESSAGING**
- **NEED ACCOUNTABILITY (SHARED?)**
- **NEED CLEARLY DEFINED ROLES & RELATIONSHIPS**
- **NEED LEADERSHIP ON RESOURCE ADVOCACY**
- **NEED CONSISTENCY IN PARTNERSHIP**
- **NEED CLARITY AND CONSISTENCY IN OUR WORK**



KEY QUESTIONS



WHO ARE WE?

WHO NEEDS TO KNOW?

HOW WILL THEY FIND OUT?

WHY SHOULD THEY CARE?



WHO ARE WE?

WHAT DO WE STAND FOR?

WHAT IS OUR CORE STORY?

WHAT IS OUR PERSONALITY?



WHO NEEDS TO KNOW?

WHO ARE OUR CORE AUDIENCES?

WHO ARE OUR SECONDARY AUDIENCES?

WHO ARE OUR INFLUENCERS?

WHAT DO THEY CARE ABOUT?



HOW WILL THEY FIND OUT?

HOW DO WE ENGAGE OUR AUDIENCES?

HOW DO WE ATTRACT NEW AUDIENCES?

HOW DO WE STAY CONNECTED?



WHY SHOULD THEY CARE?

WHAT ARE OUR DIFFERENTIATORS?

WHAT IS OUR VALUE PROPOSITION?

WHY ARE WE IRRESISTIBLE?

WHY WOULD YOU JOIN OUR COMMUNITY? STAY LOYAL?



WHO ARE WE?

WHO NEEDS TO KNOW?

HOW WILL THEY FIND OUT?

WHY SHOULD THEY CARE?



OUR APPROACH



MISSION



VALUES



GOALS + PRIORITIES



BRAND STRATEGY



COMMUNICATIONS + MARKETING WORK



MISSION

VALUES

GOALS + PRIORITIES

BRAND STRATEGY

COMMUNICATIONS + MARKETING WORK



FIRST 90 DAYS

- **LISTEN AND LEARN**
- **ENGAGE THE COMMUNITY**
- **CREATE CULTURE FOR CHANGE**
- **AUDIT THE WORK WE HAVE BEEN DOING**
- **UNDERSTAND OUR COMPETITIVE LANDSCAPE**
- **IDENTIFY EARLY OPPORTUNITIES IN REVENUE GENERATING ACTIVITIES**
- **CELEBRATE SHARED SUCCESSES**



SECOND 90 DAYS

- **BUILD A COMPREHENSIVE COMMUNICATIONS AND MARKETING PLAN**
- **FORMALIZE INTERNAL PARTNERSHIPS WITH CLEAR EXPECTATIONS AND ACCOUNTABILITIES**
- **ADDRESS HOMEPAGE AND SOCIAL MEDIA NEEDS**
- **IDENTIFY INEFFECTIVE WORK**
- **DEVELOP NEW PROJECTS TO ADDRESS IDENTIFIED NEEDS**
- **REGIONAL AND NATIONAL BRAND RESEARCH**



YEAR ONE

- **BEGIN EXECUTING WORK BASED ON OUR NEW, COMPREHENSIVE COMMUNICATIONS AND MARKETING PLAN**
- **DEVELOP RESEARCH-BASED, MARKET-TESTED BRAND STRATEGY**
- **BUILD A PROFESSIONAL COMMUNICATIONS AND MARKETING COMMUNITY ACROSS CAMPUS**
- **DEFINE AND COMMUNICATE TEXAS TECH UNIVERSITY'S ROLE IN OUR SECOND CENTURY**



OUR APPROACH

- ENGAGE OUR COMMUNITIES
- RESEARCH, RESEARCH, RESEARCH AND PLAN
- HYPOTHESIZE AND TEST
- LEVERAGE DIGITAL
- EMOTIONAL STORYTELLING
- CAPTIVATE, EDUCATE, INSPIRE



EARLY IMPACT



FROM
HERE,
IT'S
POSSIBLE



SOCIAL CAMPAIGN

- FEBRUARY 1 – 14
- TARGET SPEND: \$15,000
- PROSPECTIVE STUDENTS (70%)
 - 17,000 CURRENT APPLICANTS
 - 460,000 LOOK-ALIKES
- ALUMNI (30%)
 - 350,000 ALUMNI & FANS



EFFECTIVENESS

- FEBRUARY 1-14
- FACEBOOK & INSTAGRAM
- 3.5M IMPRESSIONS (+9,000%)
- 630,000 ENGAGEMENTS (+80,000%)
- 51,000 CLICKS (+1,900%)
- 1,555 new freshman and transfer applications (+6%)
- 1,181 new freshman and transfer confirmations (+18.5%)



