Marketing/Communications/Public Affairs:
End of Year Update...
...and a Look Ahead

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Purposeful Shifts in 2014-15

Reactive
to
Proactive

One-off
to
Strategic

Public
Affairs
Growth

Enrollment Focus in Marketing

- Admissions
- Advertising
- Academic Depts
- Access Points

Recognition Gaining Traction

Earned media increasing

Advertising payoffs

Rankings attention

The Oregonian

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A&E
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COMING SUNDAY
$400 in coupons
for Multnomah, Clackamas, Washington county areas

Some good news in college rankings

By Richard Read
The Oregonian/OregonLive

The Oregon Institute of Technology tied for first place among Western public regional colleges in U.S. News & World Report's closely watched but controversial annual rankings published Wednesday.

Oregon Tech also moved up three notches to No. 5 among public and private Western regional colleges, which are liberal-arts schools that focus almost entirely on undergraduates, drawing many of their students from surrounding states. The University of Portland tied with California's Chapman University to rank seventh among Western regional universities, schools that offer both undergraduate and master's degrees and likewise attract many students

The Oregon Institute of Technology in Wilsonville tied for first place among Western public regional colleges in U.S. News & World Report's annual rankings.

U.S. News statement said. Portland State innovations include a four-year degree guarantee, an Urban Honors College expansion and health and science programs in a new Collaborative Life Sciences Building in Portland's South Waterfront

ranking. Oregon inched up from 106 to 101. Oregon State also rose three points, from 138 to 135. Portland State remained stuck somewhere in the second tier, below the 199 ranked universities.

While Williams and Amherst

to fill out U.S. News forms to enter the rankings. But Read was rated anyway, tying for 93 with five other schools including Vermont's Bennington College, Linfield College, in McMinnville, tied with four other

Top 10 universities
1. Princeton University
2. Harvard University
3. Yale University
4. Columbia University, tie
4. Stanford University, tie
4. University of Chicago, tie
7. Massachusetts Institute of Technology
8. Duke University
9. University of Pennsylvania
10. California Institute of Technology
— U.S. News & World Report Best Colleges 2016

Advertising Evaluation: in progress

Sample of a few evaluation points:

- During 6-month period of advertising efforts (Jan 1, 2015 - Jun 30, 2015), website traffic from New Users increased by **28%** vs. previous six months (Jul 1, 2014 - Dec 31, 2014)

- **Pandora** - During advertising timeframe, New User visits from selected geographic areas increased by **18%** vs. previous period. Google Analytics reported users visiting landing page from Seattle, Portland, Vancouver, Medford, Yakima, San Francisco, Houston, Kennewick, Eugene, and Greenville (SC).

- **iHeartMedia (Portland)** - During the advertising timeframe, New User visits from Portland, OR geographic area increased by **15%** vs. previous period.

- Will **analyze Fall 2015 enrollment** data (available @ 4th week) to see results and triangulate this with web analytics and target markets.

- **2015-16 advertising decisions** informed by evaluation, Admissions target markets, Academic Plan

Addressing the basics: turning leads into (permanent) enrollments

Website

Collateral

Messaging

Name Equity: a whole body experience

Approaching name equity: a holistic experience
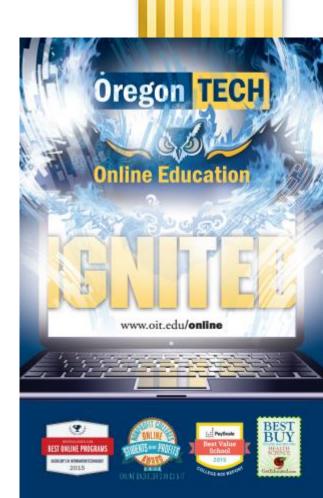
2015-16: Building on Progress

- Website Overhaul
- Year 2 of strategic advertising plan & roll out
- Continue to operationalize communications across campus
- Support academic depts. and administrative units (e.g., financial aid, housing) with outreach needs
- Increase media outreach and earned media stories
- Explore use of external resources for name equity, messaging work
- Help CC and HS programs with pipeline work