



**Associated Students  
Of  
Western Washington University**  
The Communication & Marketing Office

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# 2011-2012 Marketing Plan

Prepared by Natalie Eitel, AS Communications Director 2011-2012



“Bringing us Together, Setting you apart”

# The Communication & Marketing Office

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The Communications Office is responsible for organizational promotion, marketing, and public relations. This office also provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals.

## Current Staff:

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## AS Purpose

The Associated Students (AS) is an organization designed and run by Western students that seeks to ensure a **fulfilling** college and academic experience for all university students through the many services, facilities and programs it offers.

By providing Western students with enjoyable **networking** and **leadership** opportunities, the AS attempts to help students **define themselves, find allies in the community and engage in their university surroundings**.

## Market Summary

The Associated Students was installed in 1908 as an unincorporated association at Western, then called the Bellingham Normal School. Over the ensuing 100 years, this humble beginning has seen the Association grow into a multi-million dollar organization providing facilities, services, and educational opportunities for generations of students.

The rich history of the AS shows that this organization has demonstrated its ability to maintain a strong and growing presence in the increasingly diverse WWU community.

While the many departments of this organization have shown both strength and promise, the big picture of the AS seems to be muddled. In the eyes of the target, WWU students, a clear understanding of the opportunities available within the AS remains unclear.

As we implement the tactics outlined within this document, we must be both clear and direct with our message to the target as an entire organization. Each department within the organization must be sought out for its strength in enriching the WWU experience for our students while also holding tightly to the Associated Students brand. Clarifying our messaging and defining our brand identity will allow for a more accurate understanding of the Associated Students to develop for our student body and other campus and community entities. Without departmental buy-in to a strong AS-wide campaigning approach, the organization will continue to send mixed messages to our target audience. A cohesive internal reclamation of the AS identity will strengthen the organization as a whole as well as boost our target outreach and impact.

## **AS SWOT**

### **Strengths**

- Strong history on campus
- Well established procedures and safeguards
- Run by members of target audience
- Strong logo recognition
  - 93.6% of 1,019 students in 2010 “What is the AS?” survey
  - 92.3% of 1,019 students could say that AS = Associated Students on the same survey
- Wide variety of resources available
- High quality programming
- Publicity & Web services available in house to support the organization
- Clear mission

### **Weaknesses**

- Many departmental strategies with no clear “big picture”
- Mixed external messages
- AS perception- understanding of organization is unclear
- Event introductions-identifying as office /department as part of the AS
- Uncoordinated social media presence
- Internal flow of information
- Academic Department awareness of AS
- Presence on South Campus
- Lack of multimedia presence on web and social media
- Un-established relationships with academic departments and Western Athletics

### **Opportunities**

- One clear, unified strategy for the organization
- Strengthening branding of each office under this strategy to provide strength for each area of the AS, individually and as a whole
- Increase inter-organization awareness and collaboration
- New student outreach, ongoing targeting of new students throughout their first year on campus
- Increase partnerships with ResLife, Athletics, educational departments, NSSFO, food service, ect...
- Publicity Center expansion-promotional video
- AS-Wide marketing efforts
- Quarterly calendars
- Tentative internal calendar to aid in prevention of event overlap

### **Threats**

- Inter-organization competition
- Limited buy-in on the shift toward more agency focused marketing efforts
- Quantity vs. Quality of events
- Quick fixes over long term goals
- Over-saturation of PR
- Over-saturating students Facebook events, groups and posts
- Over-saturation of posters
- Unclear messaging
- Over-reliance on online connections over personal ones
- Unclear direction

## **Market Research & the AS Response**

In 2010, the AS Marketing Committee hosted a survey responded to by 1,019 students. Following this survey several small focus groups were hosted to gain further insight into the student perception of the AS. In 2012, the AS Communications Office hosted a small survey of 300 students to gain further insight into the viewpoints and perceptions of our target audience. A complete viewing of this research is available upon request through the AS Communications Office; however, a brief summation of pertinent information can be found in the following target analysis section of this document.

Based on an analysis of the data available, there appears to be a disconnect between student awareness of the AS and the opportunities within it to find enrichment and representation. Overall, students seemed to know that the AS included their student government, clubs and offices, but typically were unaware of that the provision events, services and representation are privilege provided to all Western students by the AS. Students hinted at an awareness of the mission behind the AS, but had a hard time making the concrete connections that would be optimal for expanded growth and outreach. Little ownership of the organization by students not employed or involved within the AS is also a noticeable trend to address in future marketing endeavors.

By providing a strong tie to the AS at every event, program or service sponsored by AS funding, we can begin to break down these misconceptions. Also, creating a stronger bridge between internal departments to form a unified AS community rather than many sub-niches will help the staff present a more cohesive public face. This improvement should be relatively easy to implement with the annual staff turnover model in place. Fall training can be carefully developed to rally the new staff around this agency-wide direction for public messaging. Support for this change can be provided in the form of ongoing, agency-wide communication. Internal newsletters and event calendars can boost agency-wide awareness across departmental lines.

Co-sponsorships are encouraged in the present model, but the AS has much to benefit by taking this encouragement even a step further. The more inter-agency programming students see on campus, the easier they will begin to understand how connected and incredible the AS really is. Internally, co-sponsorships should be formed based on serving the mission of the participating offices rather than on financial support for an event. For more effective co-sponsorships to develop, it is recommended that the current guidelines be analyzed and revised as necessary. Also, staff development sessions focused on forming effective co-sponsorships among programming offices may make this a more successful venture. By creating this cohesive picture, the hope is to tap into a clearer public awareness of our organization. Also in creating this actualization students may begin to better understand just how many different opportunities they have to be involved.

Looking to the future, the AS also aims to increase ownership from their target. By the nature of this organization, each WWU student contributes to the running of the AS and in turn is a member of the Associated Students. Reaching out to new students as they begin their career at Western is an extremely beneficial sub-target to tap into. In doing so, students will connect early in their Western career with the Associated Students and become more aware of avenues for support, enrichment, and representation. By creating this early connection, we can begin to construct a deeper sense of ownership in the organization by the larger student body.

## **Target Analysis**

### **All WWU students: Student Enrollment Demographics**

<http://www.wvu.edu/diversity/stats.shtml>

	% Enrolled	Men	Women	Total
Non Resident Alien	1%	57	80	137
Black Non-Hispanic	3%	201	206	407
Hispanic	4%	254	362	616
Asian / Pacific Islander	8%	563	659	1,222
American Indian / Alaskan Native	2%	132	215	347
White Non-Hispanic	76%	4,929	6,214	11,143
Race Unknown	5%	339	409	748
Total		6,475	8,145	14,620

### **How Old Are WWU Students?**

[http://colleges.collegetoolkit.com/colleges/overview/western\\_washington\\_university/237011.aspx](http://colleges.collegetoolkit.com/colleges/overview/western_washington_university/237011.aspx)

- 99% Freshman are under 25
- 92% of Undergraduate students are under 25

### **Where Do WWU Students Live?**

[http://colleges.collegetoolkit.com/colleges/overview/western\\_washington\\_university/237011.aspx](http://colleges.collegetoolkit.com/colleges/overview/western_washington_university/237011.aspx)

- College-owned / affiliated housing
  - 92% of Freshman
  - 32% of Undergrads
- Live off campus
  - 8% Freshman
  - 68% Undergrad

### **What Do WWU Students Study?**

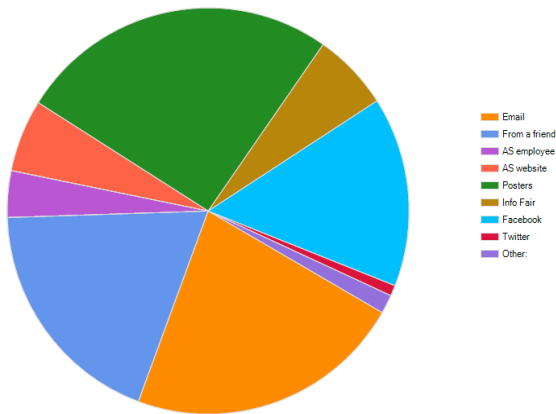
[http://colleges.collegetoolkit.com/colleges/overview/western\\_washington\\_university/237011.aspx](http://colleges.collegetoolkit.com/colleges/overview/western_washington_university/237011.aspx)

- 92% undergraduate
- % Bachelor's Degrees by area of Study
  - Business, management, marketing, and related support services-15%
  - Social sciences-13%
  - Visual and performing arts- 6%
  - Psychology-6%
  - English language and literature/letters- 6%
  - Liberal arts and sciences, general studies and humanities- 5%
  - Communication, journalism, and related programs- 5%
  - Public administration and social service professions- 5%
  - Multi/interdisciplinary studies- 4%
  - Parks, recreation, leisure, and fitness studies- 4%

## How Do WWU Students Hear about Events?

Chart below from “What Is the AS?” Survey in 2010

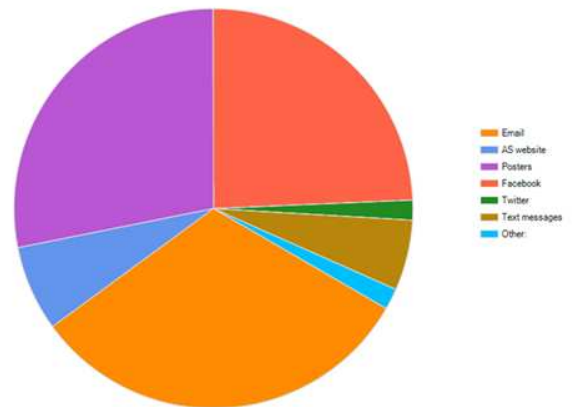
How do you currently find out about the events that occur around campus? (Check all that apply):



## How Do WWU Students Prefer to Hear about Events?

Chart below from “What Is the AS?” Survey in 2010

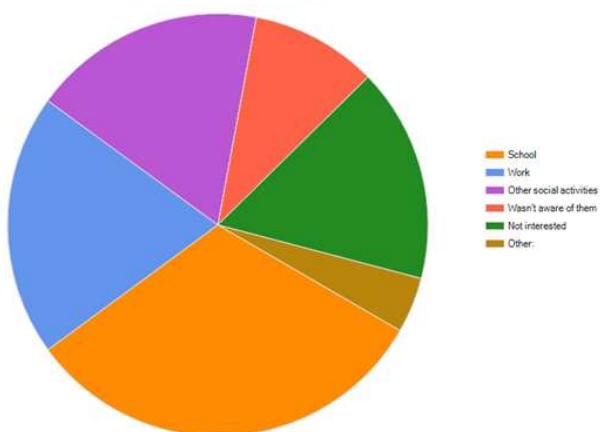
What is the best way for you to find out about events? (Check all that apply):



## Why Can't WWU Students Participate?

Chart below from “What Is the AS?” Survey in 2010

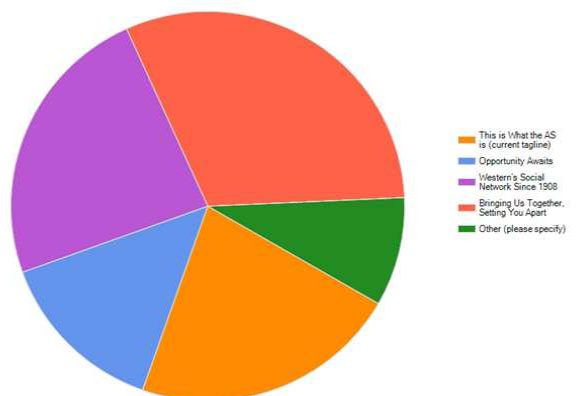
What is it that keeps you from being involved in AS events or activities? (Check all that apply):



## How do Students Rate the Current AS Tagline?

Results from survey created based on student and staff suggestions for change to “This is what the AS is” tagline throughout Fall quarter 2011

What do YOU think the Western Associated Students tagline should be?

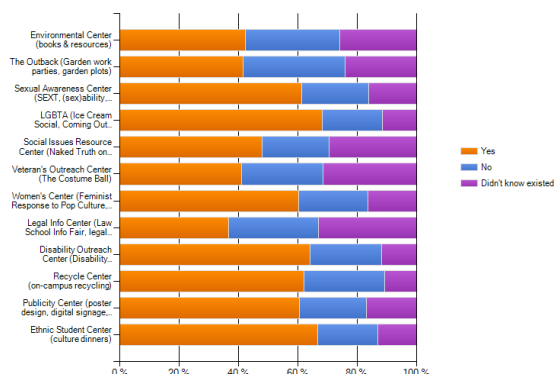




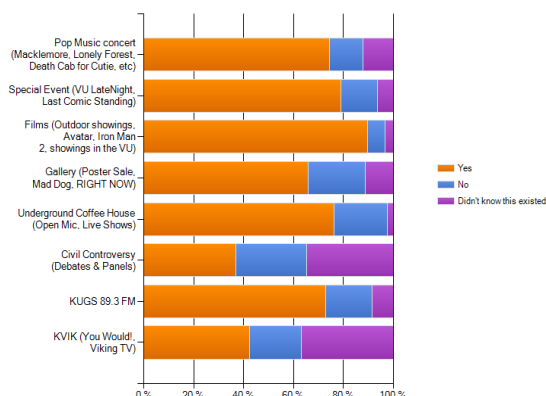
## How Aware are Students of the AS Departments?

Charts below from “What Is the AS?” Survey in 2010

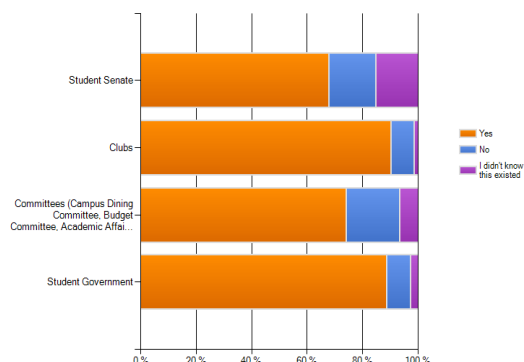
In addition, the AS has many resource centers available for students to find information and/or have a safe place to express themselves. Did you know the following organizations or offices were part of the AS?



The Associated Students has dozens of offices and programs. Did you know that the organizations or programs below were part of the AS?



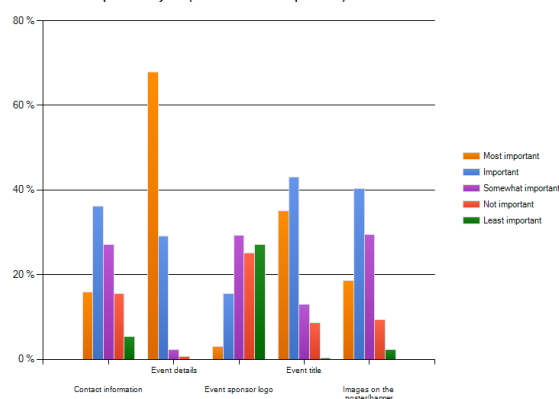
The Associated Students also provides students with many ways to be representatives and become more involved with decisions in multiple areas across campus. Were you aware that the following organizations were part of the AS?



## What Event Information is Most Important?

Chart below from AS Student Survey in 2012

When looking at posters and banners around campus, what information is important to you? (Rank in order of importance)



## How Would Western Students Define the AS?

A selection of qualitative responses from the 2012 AS Student Survey

- Like high school ASB, but for college and less spirited
- I've heard the name but that's it...It's like ASB from high school?
- Student government
- I'm not really sure. The Student Government?
- Student Council.
- I don't know much about it but they are helpful.
- Narrow
- Passive would be the best word.
- A group of students who make choices for the entire student population
- A group of student workers who love their job way too much.
- An organization run by Western students to enhance the student experience outside of the classroom
- Resources to benefit student and enhance the college experience. It's a lot of what makes Western unique.
- The place that makes WWU a family
- They fund stuff and put on events.
- Don't know.
- Um, they do a lot of stuff, like put on shows and things like that.
- Questionable
- I am not even sure what they are.
- I wouldn't, I am not involved with it.
- Concerts and posters
- I haven't the foggiest.

## **AS Objectives**

- Support student representation in decisions which impact students
- Increase understanding, knowledge and a sense of ownership of the AS Organization
- Improve the internal structure of the AS organization
- Improve collaboration with organizations and university departments outside of the Associated Students

## **Bridging the Gap**

Upon review of student perceptions as compared to the actual mission of the Associated Students, a variety of mixed understandings can be observed. While some students feel comfortable defining the AS, often this explanation is skewed or off-target with our key philosophy. By implementing the provided timeline of activities and campaigns, we can begin to align student perceptions of the AS and begin to close the existing disconnect that is present. Since the AS is such a large organization, the best means of implementing a major shift in marketing efforts is to execute tactics that are both thoughtful and realistic in effort to portray a more accurate representation of the organization as a whole to our public. This plan has been set as an outline of suggested marketing tactics that will help in realigning the public perception with the actual intentions and purpose of the Associated Students organization. This document has been drafted to serve as a living document that is under constant assessment for both success and failure.

## **Overview of 2011-2012**

During the 2011 academic year, the AS made major progress in creating a foundation for the newly formed AS Communication office. With a strong foothold, this office has the potential to serve as a cornerstone of the flow of information between the AS's event and service opportunities and the rest of Western's campus. Along with the Board of Directors, this office can also help to channel more lines of representative communication between students and their elected representatives. Strong bonds have been formed between the new office and both the WWU Communication and WWU Admissions teams. It is recommended that an AS representative (AS Communications Director or designee) continue to participate in Western Marketing meetings and Admission Communication meetings as a means of connecting our organization and unifying our message with that of the campus administration. In addition, unique collaborative marketing opportunities may emerge in the process. A great deal of effort was spent improving the AS website and processes for updating content available to the public. With systems now in place, this can be much less of a focal point for 2012.

During this initial year, a lack of direct communication between the AS Communications office and departments about event details and student opportunities became apparent. A lack of appropriate information routing systems to the Communications office is the main weakness in this system. It is recommended that a Publicity Request be mandatory for all AS sponsored events on campus whether or not tangible publicity is desired, and that this form be routed to the AS Communications Office and the Publicity Center simultaneously. The shift in the way this form is routed will allow the AS Communications office to aid event planners in the early stages of the process to have a complete idea of other events occurring in the same timeframe (in effort to prevent unintentional overlapping events). Another positive aspect of this shift lies in the ability of the Communications office to have a clear picture of events occurring throughout the organization, from planning stages to event date. This additional insight will allow the office to more appropriately channel information out to campus entities as well as provide more meaningful opportunities for students and faculty members who wish to know more about the AS and the opportunities that we have available. The Communications office would manage an internal document (Excel is recommended) to track all events and have the details readily on hand when needed. This change in how the forms are routed is not provided so that the AS Communications Office approves or denies events, rather so that the office is aware AS happenings so that the Communications Office can better serve as a both a support system for the organization and a link for event and service information both in and out of the AS. Explicit training on this process should be the focus of a fall staff training session for any staff member responsible for planning events or assisting clubs to plan events.

# **Strategic Implementation:**

## **A timeline for 2012-2013**

### **Summer 2012**

#### **Summer Events**

The following events hosted by New Student Services & Family Outreach occur each summer term and serve as the formal welcoming events for all incoming Western students. Traditionally the AS has been involved in these events to some capacity. Continued involvement is recommended, as this is an excellent way to greet new students and begin providing opportunities to make connections within the AS. In 2011, the events took place over two weeks' time and can be somewhat time consuming for staff. It is recommended that a scheduling template be created and staffing responsibilities shared among AS Directors and Board members and that the Communications Director will provide training prior to the events. Below is the attendance tracker kept throughout the 2011 sessions followed by recommendations for improving our presence at these events.

3 sessions	Transitions Tours	18
8 sessions	Summerstart Tours	205
8 sessions	Interest Session 4:15	181
8 sessions	Interest Session 5:00	154
8 sessions	Dead Parrot's	1025
8 sessions	Movie	495
8 sessions	Social	795

Recommendations for 2012 events are as follows:

- **Transitions**- Transfer and Post Baccalaureate students→ have very different needs and interests than incoming freshman, keep this in mind when developing this session
  - **Interest Session**: General interest session that overviews the areas of the AS. Students are sitting through many sessions on this day so active engagement is highly recommended. Giving students the opportunity to share their own interests and catering the information to that feedback will help craft a personal connection with those students.
    - Staff Resource: Casey Hayden helped host in 2011
  - **Tour**: Traditionally a tour has been given of the VU by AS staff. Due to low turnout for this session during Transitions, it is recommended not to continue this session.
- **Summerstart**: Incoming Freshman
  - **Interest Session**: General interest session that overviews the areas of the AS. Students are sitting through many sessions on this day so active engagement is highly recommended. Giving students the opportunity to share their own interests and catering the information to that feedback will help craft a personal connection with those students.
  - **Tour**: AS employees traditionally host a tour of the VU, highlighting the AS offices and departments while directors are on hand to answer questions throughout the tour
    - It is highly recommended to partner with the stARs team leaders in the Western Admissions office to coordinate training for their tour leaders rather than host this event ourselves.
  - **AS Social**: AS offices host a social with snack and refreshments in the 6<sup>th</sup> floor VU lobby. Students are provided an opportunity to socialize with AS Board members, student employees and other new students. KUGS traditionally DJs the event and "Making Buttons with Board Members" was very successful in 2011.
  - **Movie**: Traditionally ASP has hosted a movie in the Underground Coffeehouse. The cost effectiveness of this event is questionable and it often keeps both new students and AS employees out very late as this follows the evening social. It is recommended to adjust the programming in 2012 to include a club/ activity showcase.

- **Activity/ Club Showcase:** During Summerstart of 2011, the Dead Parrot's Society performed after the social. This event was extremely cost effective and very well received. New students were provided with an opportunity to experience a part of what our club system is all about. Based on this success, it is recommended that a variety of clubs be contacted to arrange a small club showcase that complements the social in the Viking Union. Since clubs are not always active over the summer, recommended point of contact is spring 2012.

### **Summer Web Training Session with Directors**

A session should be hosted by the AS Communications Director to review the procedures in place for updates to the AS website and train on flat page editing with all summer quarter AS directors. This will allow directors to explore the process in preparation for any further staff training they may need to do with members of their department. By establishing these processes early with employees, expectations will be clear for all employees.

### **Fall Info Fair**

This annual event is a major kickoff for the Western Community. It is recommended that the AS Communications Office coordinate a task force with several other summer directors for the implementation of an AS-wide presence at the fair. Table displays featuring the AS logo and that of the sub-brand (if one is used) should be created to help visually clarify the scope of the Associated Students. Funding for the table displays would be coordinated by the AS Communications Office and the Board of Directors. Promotional items have traditionally been given away in the past but often the AS-wide and departments end up giving away the same items. It is recommended that AS-wide promotional items be somewhat related to student needs (i.e. folders, highlighters, pens), as items of this nature are often not given out by other entities during the fair and can begin to tie the idea that the AS cares for students and student success to our organization. The AS-wide promotional items will be selected and funded by the AS Communications Office. It is recommended that any items desired for the fair be ordered early in June to ensure arrival prior to the fair.

### **Fall Staff Training**

Adequate training is vital to the success of the following year as well as to establish a clear understanding of the AS-wide marketing approaches. It is recommended that the AS Personnel Office and Communications Office work hand-in-hand to use this opportunity to set up the 2012/2013 AS staff for a successful year. The Grassroots Organizing Workshops, held as Winter training in 2011, would serve as a fantastic series of trainings for Camp AS (the overnight retreat for staff held the first 2 days of Fall training). This series of trainings focuses on creating a unified "elevator speech" and ways to strengthen the outreach and impact of our messaging as well as how to work together for the benefit of our target and our mission. Focusing on these broad but very important aspects fits well with the time available while on the retreat portion of training. Saving policy and job specific trainings for sessions on campus would be highly beneficial as it is easier to segment the group of employees to address these documents as they affect specific employees in their duties. The following sessions are recommended for specific development:

- What is the AS? – Overview of objectives and elevator speech (Camp AS)
  - Using the elevator speech to introduce events- for programmers only
  - Roll play opportunities
    - Goals:
      - Orient to objectives & expectations
      - Create one unified public message so each individual explanation doesn't unintentionally counteract the intended message
- Attaining Publicity- 1 session geared at event planners and 1 for service based offices (different needs so catering 2 sessions is important)
  - Joint sessions hosted by Publicity Center and Communications Office
    - Clearly outlines procedures and timelines for publicity including getting posters or merchandise as well as press releases & public service announcements.
    - Review process for display of iPoles with an AS banner outside of events
- Social Media Session
  - Sets expectations for social media usage and presence
  - All efforts should be reported to AS Communication Office
  - User names and passwords on file in Legacy document

- Collaborative Event Planning Session
  - Groups of employees from different departments develop ways that their specialties could be applied to a creative and collaborative event
  - Event & service based offices should collaborate to encourage working together to best serve Western's students
- Dorm Tour Prep Session
  - Throughout the summer it is recommended that the framework be laid to host a series of small events throughout the campus dorms in fall. This is a great way to reach out to new students and begin to understand their specific needs and desires. With collaboration between summer directors and Board members, several small teams can be established prior to training so that each group can gather for a session during training to prepare their dorm event. The idea is that one team is created for each dorm event. This keeps time commitments minimal for staff participants and also allows more employees to be involved and making contact with more members of our target audience. Low-key, Q&A style events that welcome interaction and engagement are highly recommended for this effort to be successful. Hosting a "fun" and interesting dorm gathering will be the key to getting to know that population of students as well as introduce them to the opportunities available through the AS.

### **Blue Book Coupons**

In the past, the AS has placed 6 small ads from various departments in the quarterly coupon book provided to students by the AS Bookstore. If these advertisements are continued, it is recommended that these efforts centralize through the Communications office to create a more coordinated effort. Ideally, the AS would have all their offerings on one page that presents an overall message about the organization and contains our departmental "coupons" on the facing page.

### **Preparing for the Year**

Several major projects will be ongoing throughout the year. Lining up resources and work teams for these projects over the summer will provide adequate time for incubation and development.

- AS Branding Guide
  - Brand Defined (excerpt from WWU's branding guide pg. 4)
    - "Brands live in the hearts and minds of people who care about them. The power of that goodwill comes from consistent delivery of experiences that match expectations at every touch point, every day.  
Though highly valuable, brands are not fixed assets. Brands move fluidly based on market forces and the degree to which organizations make continuous investments to stay relevant and emotionally resonant. Fundamentally, branding is about who you are and what you stand for at the core. A source of competitive advantage, it involves taking what is most ownable and true and representing it in striking way."
  - Purpose: Bring a unified face to AS advertising and messaging while aligning public perceptions more closely to the actual organizational structure and purpose
  - Procedure: It is recommended that the goal for finalization of this project be set for spring quarter of 2013. This will allow adequate team feedback from employees and test marketing of the possible options developed. It is recommended that a Publicity Request be filed over Summer 2012 so that the Publicity Center can allow adequate resources to the project. It is also highly recommended to utilize Management Council and several task forces to weigh in on the direction of this project. Also ongoing market research focused on public perception of the new branding guide implications will be important. Focus groups are recommended to keep the public's interpretation as a vital consideration. This is a major shift in the way the AS has marketed in the past, but by allowing a variety of concerns and insights to be brought forth throughout the process, the AS can make this transition focused on what is most important to the organization's overall success: public awareness and understanding of the Associated Students.
  - Launch: Idealistically the branding will be developed throughout the 2012-2013 academic year and implemented the following 2013/2014 academic year.

- Red Square/ Arntzen Kiosks
  - These are underused spaces on campus that the AS can utilize for advertising. During the 2011/2012 year, a collaborative effort to use this space with the Viking Union was attempted. The kiosks have three sides, each with two panels each. Each two-panel side can be used to create one large design highlighting an area or service provided by the AS. It is recommended that this project be revisited for the 2012/2013 year. Beginning over the summer will allow the team involved (Publicity Center, Communications Director and other interested parties) to develop a plan for implementation. One to two series of panels per quarter is a realistic plan for this project. By requesting this service from the Publicity Center over the summer, a plan can be developed to help make this a sustainable project with regular expectations and deadlines.
  - Opportunities at hand: By utilizing these spaces in an interesting and efficient way we can also leverage this project as a means of better collaborating with other campus entities as well. For example if we are creating a panel about AS hiring information, we could easily cooperate with Career Services on campus and provide a complete picture of the resources available on campus to aid students in the hiring process. If we are promoting ways to stay active, we could reach out to work with WWU Athletics or the Wade King Recreation Center. If we are promoting resources for students in distress, we can collaborate with the Wellness Center. The list of collaborative efforts is endless, but the main point is that working together with other groups on campus will best serve students, and this campaign provides a great opportunity for relationships to grow between others and the AS.
  - Ideas for panel themes were developed based common misconceptions or misunderstandings uncovered from surveys conducted in 2010 and 2011:
    - How Western's AS is NOT like ASB in high school
    - Meet your Board Members
    - Resources at Hand
    - AS in a nutshell or AS at a glance- could be all 3 sides
    - A Club for Everyone
    - Student government overview, how YOUR voice is heard
    - Staying active (Outdoor Center, EDGE, clubs, ect)
    - Display photo winners from an AS photo contest
    - Host a contest that engages students with the AS and post winners images on a panel
- Dorm Tour Preparation
  - As mentioned in the training section of this document, a tour of small events to be hosted in the dorms throughout the fall quarter is highly recommended. Starting this tradition will aid in outreach to first year students by the AS. Creating accessible forums for students to meet students who work with and for the AS provides opportunities to better understand and serve our Western peers. Forming a task force of directors working over the summer to draft outlines and scheduling documents through the summer will allow 3-quarter staff to easily join in the project at the fall training session for the Dorm Tour Project. The Communications Director should coordinate this effort between the RHA and the AS employees.

## Fall 2012

### Welcome Back Events

- Continue to showcase and promote AS "Welcome Back" events hosted by various offices. As much as possible, market these events together even if sponsored from various departments internally so that students can easily see what opportunities are available to choose from. By implementing this unified approach to advertising students will begin to better understand all of these events and opportunities stem from the AS. In the long run, this will improve student awareness and understanding of the wealth of resources available through our organization.

### **Dorm Tour**

- At this point in the year, this will be an ongoing campaign. Teams will have been developed prior to fall training. Fall training will have included a session for participants on the structure of the events. During the fall, each team will host their session in one of the campus dorms. A reflection session should be held after the tour is complete to assess for success and areas of improvement.

### **Prepare for Annual Student Research**

- An in depth survey was conducted in October of 2010. In winter 2012, a brief survey was conducted. The AS Communications Office along with the AS Office of Assessment can review past surveys and results and develop a current tool for gathering new information. If completed during winter quarter, results can be analyzed and accounted for during revisions to the AS Marketing Plan in the spring of 2013. It is recommended to develop a core pool of questions that stay the same over the next 4 years so that any changes in perceptions can be monitored. This data should be analyzed along with event evaluations and service satisfaction surveys completed by departments. Certain departments gather more data surrounding their events and services than others. This year would be an excellent opportunity for the AS Assessment Office along with the Communications Office work collaboratively to analyze and strengthen the methods currently used to collect data throughout the organization.

## **Winter 2012**

### **Photo/Video Contest**

- Winter would be a great time to sponsor a photo and/or video contest that engages students to interact with parts of the AS. Be it attending an event or visiting an AS office, the possibilities are wide open to increase student interaction with the AS. This is also an opportunity to expand our media pool.
- Key points to consider:
  - Authorization forms allowing the AS to use images & videos submitted to the contest
  - Submission methods
  - Clear rules and deadlines determined in advance
  - Publicity of Contest
- Possibilities for dissemination:
  - Kiosk featuring winning photos
  - Highlighting submissions on AS social media
    - Student voting can also be considered using this approach
  - Digital Signage

### **Annual Student Survey**

- Winter is the ideal time to conduct a short student survey to gain insight into the public perceptions of the AS. Traditionally AS Bookstore gift card drawings serve as an incentive for completing the survey.

### **Branding Guide Focus Groups**

- At this point there should be some options that are well developed for the branding guide. Several focus groups should be held to gain consumer insight. Gaining feedback during the winter quarter allows time to implement changes and still stay on target with the completion deadline.
- Groupings to consider for focus groups:
  - AS Employees
  - AS Club members
  - First year students
  - Senior Students
  - A mix of Western non AS employee students

### **Kiosk Focus**

- Hiring information & resources should be promoted on at least one of the sides of the kiosks by the middle of Winter Quarter. It is recommended the design work through the Publicity Center begin at the start of the quarter to ensure timely release of the display prior to job closing dates early in spring.

## **Spring 2012**

### **Review & Adjust Marketing Plan**

- At this point in the year, the Marketing Plan should be reviewed and adjusted for the following year.

### **Finalize Branding Guide**

- By the end of Spring Quarter, the branding guide for the AS should be polished and ready for the 2013/2014 AS administrative staff to begin implementing.

### **Kiosk Focus**

- Kiosks should be prepared through spring quarter to be on display through the summer. Summer classes and new student activities leave both Red Square and Arntzen still high traffic areas for students. Ideas to consider include outdoor activities or resources and welcome to Western themes.

## **Final Notes**

Since every year is unique in the AS, this document has intentionally been laid out as a series of recommendations based on the research that we have available. The following final notes have been made to highlight the most vital of all the recommendations available within this document. Implementing the following recommendations will begin to allow the unique, diverse and supportive nature of the Associated Students organization to be fully understood and utilized by our target communities.

- It is recommended that the AS branding guide be the top priority. Clearly defining the way the brand identity can and cannot be used is a vital step in clarifying our brand identity.
- Shifting the way event-planning information flows to the Communications office is vital for the success of the office as a support system for the overall AS.
- Staff fall training should include an explicit AS messaging session mandatory for all non-programming staff, and include a programming specific AS messaging session mandatory for all program-planning offices.
- The dorm tour, in some capacity, should become a priority for the organization. A fall quarter focus is ideal as this will introduce new students to the opportunities and resources at hand early in their Western career; however, laying the framework for this annual series, may be more of a priority for the 2012-2013 academic year.
- The AS Student survey should be adapted as an annual project so the AS has a source for student data and an understanding of how our student body is changing over time.