

Task Force 6: Heighten the Recognition of IUSB's Resources and Achievements
Phase 1 Report: July 1, 2002
Executive Summary

Full report is posted on http://www.iusb.edu/~cdc/image_and_development.htm

Charge: To develop a strategic plan to heighten the recognition of IUSB's resources and achievements beyond the campus, and also within the campus and the IU system. The plan should enable IUSB to:

- 1. Undertake vigorous market research and develop a comprehensive strategy to enhance the image of IUSB**
- 2. Ensure a consistent system for reporting to the public on IUSB's success in fulfilling its missions.**

General characteristics of a good strategic marketing plan:

1. It should be integrated with the campus strategic plan, and the IU marketing plan.
2. It should reflect market realities.
3. It should be data driven.
4. It should have measurable objectives.
5. It should distinguish between different target audiences.
6. It should capitalize on our existing strengths.
7. It should allow us to exploit our competitive advantages.
8. It should be assessed on a regular basis.
9. It should have a clearly defined budget.
10. It should have a clearly defined time line for completion.

Recommendations:

1. A comprehensive strategic marketing plan for IUSB should be developed in conjunction with the Chancellor.
2. The strategic marketing plan should be integrated with the IUSB campus strategic plan, especially the campus enrollment management and the campus development plan.
3. The campus strategic marketing plan should be integrated with IU's marketing plan.
4. The marketing plan should be research driven and ongoing. Thus, an Office of Institutional Research should be established.
5. The campus strategic marketing plan should specify measurable outcomes, a time-line and budget. It should be assessed on a regular basis.
6. Marketing in a broad sense merges into customer service and professionalism. It should be seen as "everyone's business." This idea should be reflected in training and recognition schemes.
7. The campus should set up a modest "marketing initiatives grant fund".
8. An Office of External Affairs should ensure a consistent system for reporting to the public on IUSB's successes in fulfilling its mission.
9. The position of campus archivist should be re-established, to coordinate and manage the collection of campus materials, as a reference for marketing and other purposes.
10. Careful consideration should be given to the optimal organizational configuration of the campus marketing, development, and enrollment management and communications functions.

Task Force Members:

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