SUBJECT:   Marketing Services

BACKGROUND:

Washburn University and Washburn Institute of Technology approved Strategic Plans in 2010. An overall marketing plan is needed to highlight the strategic initiatives of the University and Washburn Institute of Technology as we proceed toward the University’s sesquicentennial celebration in 2015.

The emphasis of this marketing endeavor will be to create a dynamic website that provides individuals, both internal and external, who visit our “digital campus” with needed information, services, and optimized networking opportunities. The Board members have previously seen the University’s FY 2012 request for additional staff to support the implementation and ongoing maintenance of the new digital campus environment.

DESCRIPTION:

In the Washburn University Strategic Plan, the Board of Regents and stakeholders committed to “develop and implement an integrated marketing communications plan to capitalize on Washburn’s strengths, and improve and enhance marketing through non-traditional and electronic media channels” (II.A.1.a). Washburn has started the preliminary planning to create a Request for Proposal to design an integrated marketing plan based upon the Washburn University Strategic Plan. This will start with a comprehensive upgrade of the university’s websites and digital presence that addresses things like; navigation, search engine optimization, web analytics, convenient transactional engines and an ongoing maintenance plan.

Other specific objectives identified from the Washburn University Strategic Plan include:

- Enhance marketing efforts to effectively engage alumni to actively support student recruitment with Kansas and nationwide (II.A.1.c),
- Streamline the admissions process for all prospective students (II.A.2.d),
- Market on-campus, 2+2 PLAN, and other transfer opportunities (II.4.c),
  Promote student-to-student interaction through advertising of existing programs (II.B.2),
- Employ integrated marketing strategies ... to increase student and non-student attendance at athletic events (III.E.3),
- Provide a source of alumni and community identification and pride (IV.D.5), and
- Improve operational excellence and administrative efficiencies through professional development, greater use of technology, improved communications, and strategic use of data (V.B.2).

The RFP will be distributed later in March with expectations for proposal review by May 2011.

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Date  Jerry B. Farley, President