

STRATEGIC MARKETING PLANNING MEETING---8/20/14

Hammond 314 | Minutes prepared by: Jennifer Trocquet

I. List of Attendees:

Dr. Mary Baker, *Communications and Media*

Dr. Jane Fiske, *Humanities*

Dr. Michael Greenwood, *Business Administration*

Dr. Lynne Kellner, *Human Services and Behavioral Sciences*

Kathryn Mahoney, *Digital Marketing Manager*

Kelly Norris, Director of Marketing, *Graduate & Continuing Education*

James Roger, Director, *Auxiliary Services*

Jennifer Trocquet, *Student Volunteer*

II. Review of Group Goals & Objectives:

Ultimately, to produce a white paper which will outline the recommendations for the construction of a formalized marketing function at Fitchburg State University.

III. Mary Baker, Presenter: “Best Practice” Study

A. Study of “Sister Universities” as Possible Candidate

B. Basic Overview of Each “Sister” University

Westfield State

1. Marketing Function is spearheaded by: Executive Director of Marketing
 - a. well-defined role
 - b. serves as an “umbrella” for several other marketing functions
2. Strong “brand identity”
3. Well-defined strategic plan
4. “Identity, Positioning & Messaging” –website page

Worcester State

1. Marketing & Public Relations are separate functions/consistent with common scenario in the business arena
 - a. Basic Marketing Function Breakdown—definite, formalized structure
 - b. Executive Director
 - c. Social Media Director
 - d. Branding Manager
 - e. Marketing Content Manager

Salem State

1. Website information is limited
2. Contact information is available on website for “Marketing & Communications”
3. No “overt” signs of a formalized marketing function on website

Framingham State:

1. Marketing function appears to be less developed than either that of Westfield or Worcester State

1. Comparison/Review of the Marketing Function at FSU
2. Marketing function is currently decentralized
 - a. *Estimate*: FSU is approx. 10 years behind Westfield State with regard to formalization of it’s marketing function
 - b. One authoritative “voice” or decision-maker is needed for the proper coordination of all marketing activities at FSU
 - c. Many of the needed “pieces” of a marketing function already exist on campus.
 - d. All of the individual marketing functions would operate most efficiently under the guidance, direction & oversight of a formal directorship
 - e. A formal director is needed in order to faithfully maintain a consistent “story” and to be personally accountable to the Board for all marketing activities at FSU.

Conclusions:

1. Westfield State & Worcester State provide successful “best practice” models.
2. The formalized Marketing functions at these universities will serve as workable starting points for the white paper recommendations of a formalized Marketing function at FSU.
3. Ultimately, the final recommendations for the structure of a formalized Marketing function at FSU will be adapted to FSU’s unique set of needs as well as to it’s short and long-term goals.

IV. Discussion of Formal Problem Statements:

1. Address the need for a definitive, consistent FSU “brand identity”
2. Marketing activities must be conducted more effectively & efficiently through proper formal oversight.
3. Future Market Identification along with correct marketing strategies
4. Develop a Formal “Message”
5. Proper & Strategically management of the Message

V. Task Breakdown:

Further Clarify & Define:

1. Short and Long-Term Goals for FSU’s Marketing Function
2. Each formal marketing position required in order to achieve FSU’s short and long-term goals.

Attempt to extract information from “best practice” sister institutions

1. To determine what works/doesn’t work along with underlying reasons
2. To gain an understanding of challenges & problems that may have to be considered or overcome.