

MARKETING STRATEGIC PLANNING COMMITTEE MINUTES

OCTOBER 29, 2014

Respectfully Submitted by: Jennifer Trocquet

I. List of Attendees

- Dr. Mary Baker, *Communications and Media*
- Dr. Michael Greenwood, *Business Administration*
- Pam McCafferty (Guest), *Assistant VP/Dean of Enrollment Management*
- Jessica Murdoch, *Human Resources*
- Jamie Roger, *Auxiliary Services*
- Jennifer Trocquet, *Business Administration/Student Volunteer*

II. Review of Current Draft of White Paper

- A. Add to Bullet Point items on p#1—“Efforts to Identify & Attract Quality Students”
- B. Remove Bullet Point items on pg#3 currently appearing under “A. Short Term”
--Transfer bullet points in this section to “B. Mid-Term”
- C. Contents of “Short Term” Section: Recommendation
 - 1. Language pointing to the recommendation of hiring(?) or appointment of a clearly identified Marketing “Point-Person” or (Integrated?) Marketing Communications Director section to become part of the body of the “A. Short-Term” section--EXCLUDE all other items in that section not pertinent to this recommendation
 - 2. Include strong language indicating that the Marketing Director shall:
 - a. Responsibility
 - b. Accountability
 - c. Empowerment
 - d. Measurability
- D. Rework Suggestions: Section “B. Mid-Term”
 - 1. Include: “Analyze Current Marketing Practices”
 - 2. Include: “Conduct Audit of Current Marketing Functions at FSU”
 - 3. Include: Bullet Points from section “A. Short-Term”
- E. Rework Suggestions: Section “C. Long-Term”
 - 1. Marketing Efforts Must be Centralized
 - 2. Include verbiage: “that speaks to all constituents” following “An integrated university Wide marketing and communications plan consistent across all departments...”

III. List of Marketing Concerns & Needs for Further/Future Consideration

- A. Identification of the Need to revise the University’s Current Definition of “Marketing”
 - 1. Recognition of The Need for **Integrated Marketing Communications (IMC)**
 - 2. Integrated Marketing Communications Objectives:
 - a. Consistency/Clarity of Message regardless of Media Types & Media Vehicles
 - b. Consistency/Clarity of Message regardless on FSU contact points
- B. Adoption of an Holistic Approach to Marketing--Broaden Scope & Focus of Marketing Effort

1. Internal Marketing—Orienting & Supporting Faculty & Staff in a Customer-Drive Culture (Customer: Current & Prospective Students & Families, External Publics, Employment Market)
2. External Marketing—Advertising, Direct Marketing, Mobile, Public Relations’ stories, news, features & events,
 - c. Interactive Marketing—1) Students/Faculty & Staff, 2) Faculty & Staff/University, 3) University/External Publics
- C. Identification & Clear Specification of FSU Marketing Challenges & Tasks –Short List
 1. Marketing efforts resulting in continuous, fluid adaptation of Degree Programs designed to meet the needs of the market (employers and the community-at-large).
 2. Marketing efforts resulting in the attraction/retention of students
 3. Marketing efforts resulting in attraction/retention of talented faculty/staff
 4. Marketing efforts addressing the concerns/needs of FSU’s various Publics
- D. Incorporation of a Strong Service Marketing Perspective throughout all University Functions
 1. Define “Service Quality” as it relates to each University function—Define: How does “service Quality” relate to each employee’s daily activities?
 2. Hire & Provide Ongoing Training for High Service Quality
 3. Develop a University “Service Recovery” Model in an effort to address Retention Issues
 4. Develop a Total Quality Management University-wide mindset—adapt private-sector TQM methods/model to the University environment
- E. Evaluation of the Utility of Current Marketing Framework at FSU
- F. Provision of Marketing Support to the University’s Admissions Function as well as to the Graduate & Continuing Education and to the Institutional Advancement Functions—Create a well-defined and structured system designed to assist and provide ongoing support for University Enrollment Objectives
- G. Alignment of all Marketing Efforts with the University’s Strategic Plan
- H. Provision of an Analysis of current Marketing challenges, weaknesses and opportunities Following an extensive University Comprehensive Marketing Audit