



Annual Marketing Plan 2012 - 2013

Planning, Assessment, Leadership & Marketing Office

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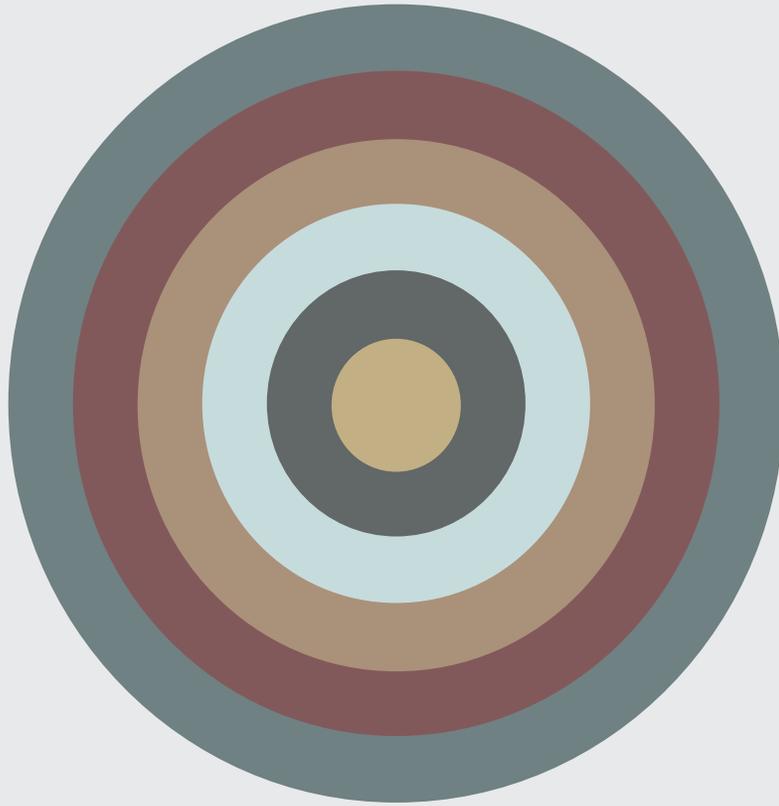
Vision and Mission of the LBJ Student Center

Mission Statement:

The LBJ Student Center builds a sense of community by facilitating learning, leadership and personal development to enhance student success and celebrate diversity. We do this by providing co-curricular programs and services such as organizational advising, meeting rooms, office space, retail and food services.

Vision Statement:

Making a difference in the lives of those we serve



Our Core Values:

Service - being proactive, effective, reliable, and responsive in helping others achieve their goals

Excellence - looking to exceed the expectations of those we serve with integrity always in pursuit of a higher standard

Respect - believing in the inherent worth of people, and with a positive outlook, we treat others with sensitivity and value their contributions to the community

Empowerment - creating a student-centered environment where opportunity, openness, enthusiasm, accountability and a sense of purpose combine to provide a rewarding experience that promotes confidence to lead for change

Collaboration - sharing knowledge, learning and building consensus, incorporating ones values and skills to create a dynamic structure for teaching and leading where we work jointly toward a common end

Stewardship - the careful and responsible management of the fiscal and human resources entrusted to one's care

Our FY13 Brand Promise:

“Involvement Leads to Success”

Our FY13 Core Value

Collaboration – sharing knowledge, learning and building consensus, incorporating ones values and skills to create a dynamic structure for teaching and leading where we work jointly toward a common end

At least ***four*** of the action items in this plan
focus on cross-campus **COLLABORATIONS**
and are student/student organization focused

LBJ Student Center Learning Outcomes

Outcome Number 1

Student employees in the LBJ Student Center will learn and demonstrate managerial leadership skills.

Outcome Number 2

Student leaders in organizations directly advised by LBJ Student Center staff will learn and effectively utilize leadership skills.

Outcome Number 3

Customers and users of the LBJ Student Center will be able to identify at least three qualities of an exceptional customer service experience.

Outcome Number 4

Students who participate in LBJ Student Center sponsored programs will be able to articulate how their involvement is connected to their personal growth and how it enhances their life skill competencies.



This plan specifically addresses **Goal 6**
of the LBJ Student Center Strategic Plan

Strategic Plan (FY 2009–2012) extended through 2016

Goal 1. Provide quality services and facilities for the university and greater community.

Goal 2. Create the center of campus life for Texas State through student-planned cultural, educational, social and recreational programs.

Goal 3. Develop and manage financial resources effectively, efficiently and responsibly.

Goal 4. Maintain and manage physical facilities to achieve optimal use.

Goal 5. Develop students holistically by participation in programs and organizations in an environment that models civic responsibility, promotes social responsibility and develops leadership.

Goal 6. Develop a comprehensive marketing and assessment process that addresses all areas of the Student Center and utilizes a variety of media and advisory components.

Goal 7. Recruit, develop, retain and recognize quality staff to meet the changing needs of the Student Center.

*This plan specifically addresses **Goal 6**
of the LBJ Student Center Strategic Plan*

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Situation Analysis

As we enter the 2012-2013 Academic Year, the LBJ Student Center faces an overwhelming diversity of opportunities. Many of these opportunities could heavily factor in achieving and possibly exceeding our Strategic Plan Goals. However, limited space and limited resources (human and financial) could present challenges or barriers in capitalizing on many of them. New facilities, organizational shifts and immediacy in technology are key categories that will affect how we should approach our Marketing efforts.

Continuing increases in University enrollment, partnered with the addition of two large residence halls immediately adjacent have created the opportunity for the LBJ Student Center to position itself as the pivotal location on campus for dining, shopping, services and interaction. The opening of Gaillardia and Chautauqua Halls this fall will potentially force a significant shift in student traffic patterns in our favor. We could possibly see a sharp increase in dining/food demand due to the halls, as well as a potential increase in attendance for evening programming. The opening of the new Undergraduate Academic Center (UAC) so near to our facility and our programming areas has the potential to develop new partnerships with faculty and provides a new area to market our facility services.

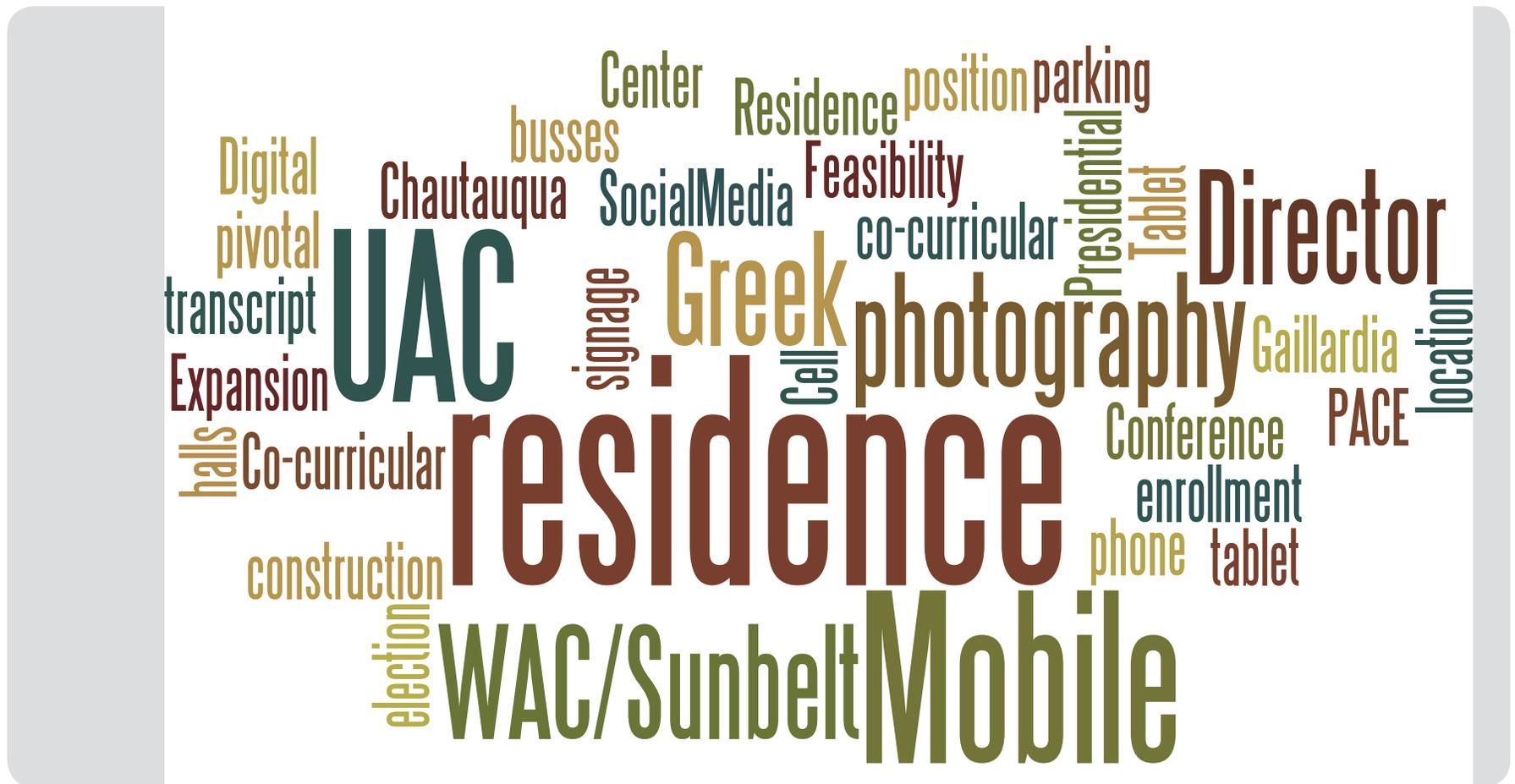
Due to staffing vacancies/transitions and organizational shifts, the importance of unity and our Brand have reached a critical juncture and only with a collaborative effort from all functional areas of the department can we maintain a successful identity. Establishing all employees and student leaders as brand ambassadors in addition to other actions, can strengthen both our brand and our organizational culture. Also, the implementation of a co-curricular transcript will impact on how students define their experiences outside of the classroom and can be an effective, concrete and measurable way for them to connect the LBJ Student Center to leadership and involvement.

Passive communication has the potential to improve our wayfinding and provide immediate updates with the implementation of new digital signage throughout the facility this year. Relationship building through online communities will continue to expand and the increasing demand for immediacy in our social media communication makes the development of Best Practices necessary. Tablet and text-to assessments are the current popular method to reach our students and participation via mobile device could prove valuable to our retention and engagement efforts.

Additional external forces, beyond the above, could influence our strategies as well. These include major initiatives of the University, such as the WAC/Sunbelt move and the recommendations from the Feasibility Study. They also include forces outside the University such as the Embassy Suites Conference Center and the activities associated with a Presidential election year.

A visualization of the potential impacts of these factors is displayed on the following page.

Situation Analysis continued...



TOP QUESTIONS TO ASK OURSELVES

How do we capitalize on the new facilities?

What possible organizational shifts can we prepare for with the introduction of new leadership?

How do we keep up with the increasing demand for immediate communication and in-depth relationships with our constituents?

What is the best way use the Co-Curricular transcript to help students to recognize the impact of involvement and make the connection between our programs and their experiences?

S.W.O.T.

Strengths	Weaknesses	Opportunities	Threats
Qualified Staff	Budgets not increasing to meet need	Campus collaborations	Jones Dining Hall
Clean facility	Lack of office space	Feasibility study	Embassy Suites Conference Center
New areas for income (photo)	Lack of meeting space	Co-curricular transcript	Gaillardia Hall has an amphitheater
Video (Weekly Rundown)	Diverging social media	Digital signage/wayfinding	Late-night entertainment options
Student advocates	Building wayfinding	Presidential election	PACE Center coffee shop
Teaching Theater classes	Aging facility	WAC/Sunbelt conference change	Lack of Director/Unity
Bobcat Days/Orientation	Storytelling	Foot traffic from Gaillardia Hall	Loss of Greek Affairs
	User-generated experiences	Tablet usage (assessment, mktg)	Instantaneous communication
THE GOOD	THE NOT SO GOOD	THE MIGHT BE GREAT	THE COULD BE UGLY

FY 13 Plan Goals

- 1** ■ Concentrate on our **BRAND**, both externally and internally. Develop and promote our Brand Promise.
- 2** ■ Focus on methods of **RETENTION** (return attendees at programs, frequent customers of services) through Influencer and Relationship Marketing.
- 3** ■ Concentrate on unifying and increasing our social and interactive media outlets to have a cohesive **MESSAGE**.
- 4** ■ Build targeted **CAMPAIGNS** to the new facilities near us to increase new traffic to our programs and facilities.

Goal 1. *Concentrate on our Brand, both externally and internally.*

Strategy A - External Branding

Action item

- i. Student Center logo on every communications piece that receives full or partial funding or is under the department's organizational structure.
- ii. Tablecloths for each operating/functional area with LBJ Student Center printed and required for all events.
- iii. Acquire and utilize project management software to increase efficiency/number of completed departmental marketing requests
- iv. Educate or offer workshops on Integrated Marketing approach and make "branding kits" available to organizations, offices and programs of the department.
- v. Utilizing our Brand Promise and the implementation of the Co-Curricular Transcript in a cohesive campaign

Strategy B- Internal Branding

Action item

- i. Provide core values, mission and vision posters to all areas of the Student Center
- ii. Collaborate with all functional areas of the department to develop alumni FB page
- iii. Emphasizing and educating employees as Brand Ambassadors
- iv. Execute a unified campaign based on the designated core value for the year and emphasizing Brand Promise.
- v. Take official photos of all full-time and graduate staff for use in official communications



TWEET LISTS GROUPS PAGES
POSTS LOGIN PHOTOS NEWS
VIEWS STATUS UPDATE MESSAGE
SUBSCRIBE FRIENDS BROWSE
UPLOAD DOWNLOAD LIKE
WALL EVENTS SEARCH TRENDS
LBJ STUDENT CENTER



FACEBOOK



LBJSC



YOUTUBE



Goal 2. Focus on methods of retention (return attendees at programs, frequent customers at services) through Influencer and Relationship Marketing.

Strategy A - Relationship Building for Services and programs in the LBJ Student Center

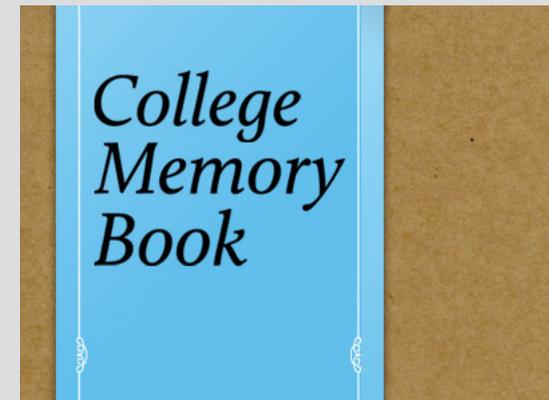
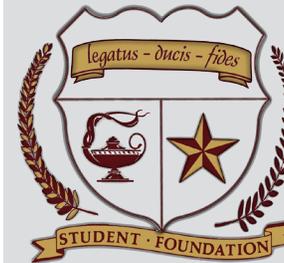
Action item

- i. Develop punch card, mug or other promotional item design for Paws Market to assist in formalizing a customer loyalty program.
- ii. Collaborate with ASG, Student Foundation, RHA and other large organizations on cross-marketing pieces which promote events for both
- iii. Develop promotional advertising/campaign for private reservations of George's

Strategy B- Developing Influencers who promote/attend LBJ Student Center programs and services

Action item

- i. Increase peer-to-peer marketing through implementation of Orientation/Bobcat Day browse team
- ii. recognizing our (employee/involved) alumni through a Homecoming activity; such as sharing stories in a "Memory Book" or similar
- iii. Utilizing Brand Ambassadors (student employees) as a "referral network" to increase student involvement

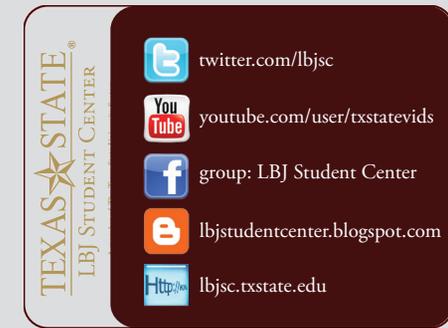


Goal 3. Concentrate on unifying and increasing our social and interactive media outlets to have a cohesive message.

Strategy A - Maximize media opportunities to extend the LBJ Student Center brand

Action item

- i. Major programs of the LBJ Student Center will be featured on the Student Center social media outlets including Facebook, Twitter, Blogs and YouTube.
- ii. Social Media shirts made available for staff, student employees to wear at department events.
- iii. Introducing infographics as a communication tool for assessments or program descriptions
- iv. Utilizing text-to options for assessment and interactive competition to broaden access to mobile
- v. Optimize the LBJ Student Center web presence for mobile viewing
- vi. All social media sites for chartered student organizations, offices, programs, events & services will follow the LBJ Student Center social media standards and will incorporate a direct link, referral and/or brand identity of the LBJ Student Center.
- vii. Identify LBJ Student Center Wordpress as a focal point for our Brand Promise and design all blogs around Involvement.
- viii. Implement social media best practices for the department, including risk-management policies.



Goal 4. Targeted campaigns to generate new traffic to our programs and in our facility.

Strategy A - Gaillardia Hall Campaign

Action item

- i. Take an event to the hall. a flash mob, a t-shirt grab, street marketing for a program or service held in the Gaillardia Hall courtyard one afternoon or evening
- ii. Have a “hall night” discount/promotion at George’s or Paws Market

Strategy B- PACE/UAC faculty/staff

Action item

- i. Welcome card from the LBJ Student Center for every component of the UAC starting with the PACE Center (possibly with an incentive)
- ii. Collaborate with Chartwell’s to offer a promotion or incentive to UAC staff and faculty to dine at Lyndon’s for lunch



Policies and Procedures

LBJ Student Center Identification Standards* **Revised 06/29/12**

1. A clear affiliation to the LBJ Student Center will be included on any and all communications, marketing, or publicity materials (print, online, promotional or other). If the program, organization, office or service is funded by LBJ Student Center funding sources (in whole or in part) or considered to fall under the organizational structure of the LBJ Student Center; the affiliation is required. The affiliation may be made through the following options:
 1. *Use of the current, approved LBJ Student Center logo (see logo usage standards)*
 2. *The affiliation statement, "A program of the LBJ Student Center" or "A service of the LBJ Student Center"*
2. All publicity, promotional items, advertising and any other marketing materials are subject to the publication review process and must receive approval before going to print or being distributed via social media (see following page). **For ANY marketing/publicity materials** all University, Divisional and Departmental policies and procedures must be followed.
3. The official name of our department and our facility is: the LBJ Student Center. Other abbreviations or acronyms may include LBJSC (twitter hashtag) or Student Center, but are used solely for expressed purposes and are not sanctioned outside of that purpose. Any variation from the official name must be approved by the LBJ Student Center director in writing. *Please don't take the "Students" out of our student center!*
4. The LBJ Student Center logo should only be printed in approved colors (black, Pantone three-color, Pantone 504 spot or Pantone 872 spot). Minimum print resolution to use when printing the Student Center logo is 300dpi. Do not resize or stretch the proportions of the LBJ Student Center logo to fit your piece. Instead size it (by using the shift key) so that it retains its integrity and readability on your piece.
5. If you are including another logo, visually place the LBJ Student Center logo first (such as from top to bottom, or left to right), LBJ Student Center > SACA logo .
6. ALWAYS include the LBJ Student Center URL (www.lbjsc.txstate.edu) and, if possible the relevant social media links on all LBJ Student Center marketing pieces, as students and the campus need to know where to find the valuable resources and information we offer. When listing any LBJ Student Center website URL, it is not necessary to include <http://>, simply list the address starting with: [Www.](http://), unless the website is a secure site <https://>.

***These identification standards are subject to change and may be modified due to University or Departmental policies/guidelines. All decisions for any publicity/marketing materials are at the sole discretion of the LBJ Student Center Director.**

Online Request and Approval Process

Marketing Request & Print Approval Form

This online form, found on the LBJ Student Center website, is an all-purpose form for both **requests** and **approvals** of all Marketing and promotional materials.

Marketing Requirements

The following items must appear on all approved publications:

1. The current LBJ Student Center logo or Texas State logos.
2. The Texas State University System Statement.
3. The appropriate University Accommodation statement.
4. An affiliation statement such as "A program of the LBJ Student Center" or "A service of the LBJ Student Center"

For more information, please refer to the Texas State graphic and editorial style guides located at:
<http://www.umktg.txstate.edu/resources/guides.html>

About the Approval Process

All dates and deadlines are projections that are subject to the approval process. The completion deadline refers to the date an approved print-ready proof will be provided to the contact. Printing is the responsibility of the requestor. Please note that due to the amount of editing involved in books, annuals, and brochures, it is recommended that publication requests and all content be turned in at least 2 months in advance of the completion date.

To find a list of area-wide University-recommended commercial printers, please visit: <http://www.umktg.txstate.edu/resources/vendors.html>

Required Information:

Publication Name *

Type of Request *

- Approval only (minimum of 3 business days required)
 New Request (minimum of 10 business days required)

Requested Completion Date (minimum 3 business days for approvals; 10 business days for requests) *

Please enter a date between May 18, 2012 and Dec 17, 2012.

Media Type *

www.lbjsc.txstate.edu/services/staff-resources/marketing-request.html

Standard Lead-Times (Initial Design/Concepting)

flyers forms handbills post cards signs/banners	5 working days
logos newspaper ads organization composites (design only) promotional item artwork	7 working days
digital signage/social media listings Quad sign listings (prior to run dates) web page updates/small edits	10 working days
brochures email blasts webpage design books/annual reports comprehensive campaigns (three or more distinct pieces)	15 or more working days

Editing, review and approvals add additional time to the number of working days to those listed above. Photography and Videography services are offered on a limited basis and timelines are based on scheduling availability.

Planning tips:

When calendaring for all marketing materials, including social media, consider your DISTRIBUTION or IN HAND DATE (the day you want for posters to be up, T-shirts to be available for sale, save the date cards to be received via mail or handed out, etc...) first; then work backwards to determine deadlines for each stage of the development process. Many things can affect production timelines, but some of the most common things to include in scheduling are:

Gathering information such as dates, locations and times
Having photographs taken or gathering images from other locations
Meeting time with vendors or designers to discuss original ideas/concepts
Review process for initial draft
Edits or revisions
Review and approval process of final draft

Creating additional pieces from the completed concept
Quotes for production
Approval of payment process
Order processing
Printing
Shipping and receiving times

Little things can make a big difference:

Small details can really increase the effectiveness of marketing our programs and services. Some possible ways to enhance traditional marketing efforts might include the following: Are you doing a flash mob for an event? Make sure that all of the participants wear a Student Center shirt that has the event information on it. Doing a paper survey in the Quad? Ask our office for LBJ Student Center pens or pencils for the participants to use and take with them as a thank you. Live-Tweeting a program? Include #lbjsc in the tweets. Do you host an annual service/event? Hand out save the dates cards for next year at the conclusion of the event or enclosed with a thank you for participating.

Resources

LBJ Student Center logos and Identification Standards:

<http://www.lbjsc.txstate.edu/services/staff-resources.html>

Texas State Branding Style Guides:

<http://www.umktg.txstate.edu/resources/guides.html>

Athletics licensing and Branding Standards:

http://www.txstatebobcats.com/sports/2010/8/4/GEN_0804100258.aspx?id=168

Printed guides on Photography and Design are available
in the LBJ Student Center Marketing Office (4-13.1)

