



JAMES R. CONNOR
**UNIVERSITY
CENTER**

Integrated Marketing
Communications Plan
2014-2015

GETTING U CONNECTED

Executive Summary

The James R. Connor University Center is the center of student life on the UW-Whitewater campus. Through all of the UC and campus changes, the University Center still strives “to provide a welcoming and supportive environment that contributes to the educational process and enhances the campus experience.”

The UC is consistently trying to improve their brand image. The development of the UC logo, identity standards, apparel requirements, student employment training modules, and cross-departmental committees assist in the solidification of the UC brand message.

In 2014 the UC adopted a more consistent hiring process, which will continue to help the UC improve their brand image. The process was developed in order to move toward a more inclusive process and reach a larger number of students on campus. It was important to the UC that students from a wide variety of campus areas were encouraged to apply to work in the UC. Additionally, the new hiring process provides students with a more formal introduction as to what it means to work in the University Center. The first year of the process was challenging and 2014-2015 will provide an opportunity to better solidify the process and make it more beneficial for new employees.

Market research has indicated that the UC has room for growth in departmental marketing efforts, internal communication and relationship building, and customer communications. This integrated marketing communications campaign is designed to assist with the improvement of these challenges. The tactics outlined in this plan will communicate to the target market that the UC can Get U Connected through many different avenues.

The overall IMC goals that are outlined in this plan have been selected because they are goals in which all departments can work together to achieve. The single most important thing this campaign will communicate to customers is that the James R. Connor University Center is a student – centered destination that helps students and the campus community make connections through events and services.



Table of Contents

UC Background Information.....4

Target Market Analysis.....6

SWOT Analysis.....7

Integrated Marketing Communications.....8

Creative Strategy.....9

Paid and Unpaid Media 10

Public Relations.....11

Direct Marketing.....13

Promotions.....14

Additional Digital/Social.....15

Graphic Request Form 16

Logo Identity Standards 17

Event Worksheets 18

Conclusion.....19

UC Background Information

The very first student union on the UW-Whitewater campus was an army barracks from Camp Grant in Rockford, Illinois in 1947. The purpose of this structure was to serve as a student dining facility and entertainment center. In 1959, a brand new student union was opened for the first time. The new construction housed a lounge, cafeteria, game room, and bookstore, as well as offices and meeting rooms.

Throughout the following years, the building underwent three major revision projects. The first occurred in 1963; it was a south addition to keep up with growing UW-Whitewater enrollment. The new addition featured another dining area, more study and programming space, a new game room with a bowling center, and an information desk.

Another addition occurred in 1988, which brought more services and program space including another restaurant, the Student Service Center (now Information Services), the UW Credit Union, convenience store, administrative offices, the Campus Activities and Programs Office (now Career & Leadership Development), and student organization offices. Miscellaneous other updates also occurred during the 1990s included the rec center (now known as Warhawk Alley), Ike Schaffer Commons, and other dining options.

In 2008 the James R. Connor University Center completed a \$20.2 million project, which constructed approximately 50,000 new square feet and remodeled approximately 47,000 square feet. Throughout the planning process, the architects never forgot the phrase “a place to see and be seen.” As such, the building today features open, airy spaces.

This feature is part of the reason the building is now recognized as a central location for students to get connected to the campus and community. In 2012, the University Center completed a branding project that developed a new logo along with the slogan “Getting U Connected,” which both aid in increasing UC awareness and utilization. The building today features vast study and programming space, Information Services, Roberta’s Art Gallery, Warhawk Alley, Reservations, HawkCard Office, administrative offices, and various dining options. Building stakeholders include: UW Credit Union, Career & Leadership Development, and First Year Experience & Learning Communities. Additionally, both Esker and Drumlin dining facilities as well as Ticket Services located in the Center of the Arts are part of UC initiatives.

The following mission, vision, and core values have aided the UC throughout its development, and still remain with the institution today:

Mission

To provide a welcoming and supportive environment that contributes to the educational process and enhances the campus experience.

UC Background Information

Vision

- To be a leader in building campus community.
- To create memorable experiences for students and guests.
- To be a leader among college student unions.

Core Values

Integrity - We value personal commitment to honesty and truth. We reflect this in our words and actions.

Accountability - We hold ourselves responsible for excellence in all programs and services, embracing change and encouraging innovation. We anticipate and exceed the expectations of our customers and fellow team members.

Relationships - We value working together as a team members, committed to helping one another reach our shared vision and goals. We recognize the need to maintain balance in the various roles we assume in our lives.

Respect - We treat everyone like customers, including our fellow team members. We smile, acknowledge, listen, and communicate openly and honestly.

Diversity - We value the differences between and among people, and open exchange of individual ideas and opinions.

Historical Timeline

1947

Army barracks was moved from Camp Grant in Rockford, IL to the UW-W campus to serve as the first "student union."

1959

Doors to a new student union, containing lounges, a cafeteria, game room, bookstore, as well as offices and meeting rooms for the very first time.

1963

New south addition, featuring a new dining area, more study and programming space, bowling center, and an information desk, was constructed.

1988

Third rebuilding project. Building was designed to offer more services and programming space.

1997

Building became officially named after former Chancellor James R. Connor.

2008

Completed a \$20.2 million renovation. The phrase "a place to see and be seen" inspired the new, open atmosphere.

2012

Branding project completed and new logo developed.

Target Market Analysis

The James R. Connor University Center is located on the UW-Whitewater campus, which has 12,034 students, 10,757 of which are undergraduates. The University Center serves as UW-Whitewater's student union and has a mission "to provide a welcoming and supportive environment that contributes to the educational process and enhances the campus experience." In fulfillment of this, the institution offers many services to students including: relaxation and study space; bowling, billiards, and other forms of entertainment at Warhawk Alley; meal plan, HawkCard, and dining options; Reservations services; gallery exhibits and workshops through Roberta's Art Gallery; ticket sales for UW-W events through Ticket Services; and services offered by Information Services. The inclusive nature of University Center initiatives allows for students, staff, and community members to all benefit from the services offered, however, students are the primary target market.

Demographic

- Individuals in the 18-25 age bracket who attend UW-Whitewater
- 49/51% male/female balance
- Primary occupational responsibility is to school and academics, many also work part-time jobs
- Average annual income is typically \$15,000 or less (<http://nces.ed.gov/>)
- English is primary language
- Easy access to personal computers as well as institutional technology

Psychographic

- Individuals at this stage of development are progressing through the Belonging and Esteem stages of Maslow's Hierarchy of Needs
- They require friendship, belonging, achievement, respect, and confidence for further advancement
- Over 200 student organizations are available for students to join, many of which meet in the UC
- Strong need for information and connections to the campus community
- Involved in social networks including Facebook, Twitter, Pinterest, and YouTube
- 62% of individuals aged 18-25 have smartphones (<http://www.fedstats.gov/>)
- Place a high value on convenience, customization, and customer service

Geographic

- Students attending classes on the UW-Whitewater campus
 - 4,300 live on campus
 - Remainder commute from within a 40 mile radius which includes those who rent in the Whitewater area
- 10,302 students are Wisconsin residents
- For non-residential students, hometowns are dispersed as follows:
 - 43 of 50 US states represented
 - 42 international countries represented

Information current as of October 2012, <http://www.uww.edu/campus-info/about-uww/vital-statistics>

SWOT

The University Center is in a unique position because it offers a wide variety of services for the UW-Whitewater community. The UC houses building stakeholders such as the UW Credit Union, Career & Leadership Development, and First Year Experience who contribute to the UC brand image and the services the UC provides.

Strengths

- Ability to upgrade
- Financial status
- Diverse skills/abilities of staff
- Student employees
- Brand focus/awareness
- Food service, recreation and entertainment destination
- LEAP
- Additional space in Esker

Weaknesses

- Departmental buy-in of UC brand
- Consistency between departments
- Lack of communication among staff members and student employees
- Parking
- Limited space
- Tickets not in building
- Team disjointment – multiple buildings
- Exclusive target market focus on students

Opportunities

- Facility used by many individuals on- and off- campus including the Chancellor's Office, each of the colleges, the Division of Student Affairs, and First Year Experience
- Central on campus
- Increasing number of students on campus
- UW-W positioning and brand image
- Stakeholder services
- Entertainment destination
- Extra building capacity during down time

Threats

- Andersen Library now offers group study space, video game checkout, and snacks
- Residence Halls offer lounges, study space, TV, and games
- Employee turn over
- Parking
- Stakeholder buy-in/brand image
- Off-campus housing
- Distance from Residence Halls
- New academic buildings with social space

Integrated Marketing Communications Objectives

Achieve 200,000 visits to the UC Web site (combined across all pages) by June 30, 2015

Administer 2 internal brand awareness surveys that each achieve a 75 percent return rate and 85 percent success rate by June 1, 2014

Achieve 2,000 responses on an external brand awareness questionnaire by December 19, 2014

FY13-14	Check 1	Check 2	Check 3	FY14-15
195,331				
N/A				
N/A				

Integrated Marketing Communications Strategies

- Promote the University Center logo and slogan on external communications and on-campus printed and digital material
- Participate in campus fairs and programs to generate informational face-to-face interactions with target market
- Develop brand awareness sessions for use at internal programs
- Utilize social/digital media to communicate with customers
- Develop integrated creative concepts for media, social/digital media, promotions, and direct marketing

Creative Strategy

Creative Strategy Statement/Branding Statement: The James R. Connor University Center is a student - centered destination that helps students and the campus community make connections through events and services.

Creative Brief

Client: James R. Connor University Center
Type: Overall IMC Campaign

Date: 06/18/14
Pages: 1

Why are we creating an IMC campaign?

We are creating this campaign to increase awareness of the James R. Connor University Center and its services while improving the UC brand image. We are also striving for stronger internal brand awareness among employees.

To whom are we talking?

We are talking to UW-Whitewater students currently enrolled in classes. The majority of these individuals are men and women between the ages of 18 – 25 and approximately one-third live on campus.

What do they currently think?

Our customers currently think of the University Center as just another building on campus with a variety of services and programs. Many of those individuals think the University Center food is overpriced and not enough mealplans are offered. Our customers are not aware of the diversity of services/events provided by the University Center.

What would we like them to think?

We would like customers to think the UC is a fun and exciting place to hang out. The UC is “the place to go” on campus to get connected to employment, entertainment, art, friends, food, events, and more.

What is the single most persuasive idea we can convey?

The James R. Connor University Center is a student – centered destination that helps students and the campus community make connections through events and services.

Why should they believe it?

The UC is a beautiful facility with a diverse range of offices that can help students get connected to UW-Whitewater and the surrounding community. The UC also has meeting spaces that can accommodate many events.

Are there any creative guidelines?

This campaign will use UC logo and slogan Getting U Connected. Guidelines for the usage of these materials can be found in the UC Identity Standards (pg. 17). In addition, the UC background music will be incorporated into promotional videos and radio ads. All pieces will include UC Facebook and website information. Written and spoken tone will convey a sense of welcome and inclusion.

Media Overview

Media, both paid and unpaid, will be essential to promoting overall UC services to the student population. Over the next 12 months, print, broadcast, television, and paid digital media will be developed and utilized to enhance additional components of the UC Integrated Marketing Communications Campaign.

Media Objectives

Achieve 100,000 views over all paid media by June 30, 2015

FY13-14	Check 1	Check 2	Check 3	FY14-15
99,470				

Media Tactics

- **Print**
 - Posters
 - Table tents
 - Windows to Whitewater
 - University Center brochure
 - UC brochure
 - UC signboard
- **Broadcast**
 - Radio ads on The Edge - 91.7
- **Television**
 - TV ads on campus cable station

Paid Media Tactics

- **Print**
 - Football flyer
 - Chamber ad
- **Digital**
 - SEAL movie previews
 - Athletics E-Magazine

Public Relations Overview

The James R. Connor University Center’s public relations efforts will focus on earning positive media for the UC, and increasing the number of face-to-face interactions with their target market. Our PR goals will also focus on UC Student Employee brand education.

Public Relations Objectives

Increase exposure of the UC by 1,000 individuals over 12 months

Co-sponsor a minimum of 5 events in the next 12 months attended by a total of 5,000 members of the target market over all events

FY13-14	Check 1	Check 2	Check 3	FY14-15
N/A				
5,044 attendees				

Public Relations Tactics

- Involvement Fair
 - Student employee representation
 - Give aways and Getting U Connected cards
- Info. Orbit at Plan-It Purple
 - Student employee representation
 - UC brochures and one sheets
- Faculty/Staff Opportunity Fair
 - Create press kits with information on the UC & UC Departments, a UC promo item, and coupon
- RA Resource Fair
 - Encourage RAs to “like” the UC on Facebook
 - T-Shirt drawing for those who “like” the UC at the fair
 - Student employee representation
- HawkFest
 - Encourage freshman to “like” the UC on Facebook
 - T-Shirt drawing for those who “like” the UC at the event
 - Student employee representation
- Willie’s Fun House
 - Sponsor photobooth
 - Upload photos to UC Facebook and encourage attendees to tag themselves
 - Add logo to all photos uploaded
 - Student employee representation
- Whitewater Banner
 - Event announcements and follow-up
- Warhawks At Night
 - Host, staff, and promote the event
- Warhawk Welcome Concert

- Co-sponsor
- Provide graphics & marketing support
- World Music Festival
 - Co-sponsor
 - Provide event support
- Summer on the Mall
 - July 2014
 - Press releases sent to Whitewater Banner
 - Tweets/Facebook posts throughout the event
 - Student employee representation
 - August 2014
 - Press releases sent to Whitewater Banner
 - Tweets/Facebook posts throughout the event
 - Student employee representation
 - June 2015
 - Press releases sent to Whitewater Banner
 - Tweets/Facebook posts throughout the event
 - Student employee representation

Internal Public Relations

- Student Manager Program
 - Branding presentation and education
- Student Marketing Committee
 - Branding education
- Fall 2014 Student Orientation
 - Promo items for students with logo
 - Branding presentation
- Fall 2014 End of Semester Reception
 - Survey reminders
- Spring 2015 End of Semester Reception
 - Survey reminders
- Fall 2014 onboarding
 - Branding presentation
- Spring 2015 onboarding
 - Branding presentation

Direct Marketing Overview

The direct marketing portion of the integrated marketing communications campaign for the UC will utilize direct mail postcards, direct social media tags, and emails to UW-Whitewater students.

Direct Marketing Objectives

Increase Zimride sign ups by 20 percent over 12 months

FY13-14	Check 1	Check 2	Check 3	FY14-15
1,281				

Direct Marketing Tactics

- Zimride Postcards
 - Sent to all students in the Residence Halls
 - Contain information on UC social networking
 - QR code to “like” the UC on Facebook
- This Week in Whitewater
 - Include weekly information on UC events and Zimride
- Join listserv utilization

Promotions Overview

Since the UC is a destination that offers many services and experiences for students both as sales and complementary items, the promotion section of the integrated marketing communications campaign will focus on overall institution promotion rather than sales specifically.

Promotions Objectives

Achieve 2,000 accounts (or 4,000 total posts, whichever is more effectively measured) engaging with #intheUC at least once by December 31, 2014.

FY13-14	Check 1	Check 2	Check 3	FY14-15
N/A				

Promotion Tactics

- T-shirts and other give away items during the social media promotion

Additional Digital/Social Media Overview

University Center digital and social media is designed to increase interaction and communication with target market, improve the UC brand image, and increase the reach of University Center information.

Additional Digital/Social Objectives

Increase Facebook likes by 500 by June 30, 2015

Achieve 5,000 page visits over the next 12 months on the UC blog

Achieve 500 views over all Working in the UC videos by June 30, 2015

FY13-14	Check 1	Check 2	Check 3	FY14-15
2,094				
3,857				
130				

Additional Digital/Social Tactics

- Digital Signage
 - 3 UC signs updated weekly
 - 1 Esker sign updated weekly
 - 5 slides weekly to Career & Leadership Development
 - 1 Drumlin sign updated weekly
 - Residence Life signs
- UC Blog
 - 1-2 posts weekly during academic year
 - Utilize video and photos
 - Utilize student marketing committee as student bloggers
- Pinterest
 - Build boards for display purposes
- Facebook
 - Posting 1-3 times daily
 - Highlighting information and current events sponsored by the UC
 - Share UW-Whitewater information that is pertinent to our target market
- Website
 - Update all web banners weekly
 - Update content a minimum of three times a year
- UC Events Calendar
 - Host and maintain



Graphics & Marketing Request Form

*This form must be submitted four weeks prior to event.

Date:
Date Needed:

Event Name:
Event Date:
Event Location:
Event Time:

- Poster (11 x 17) _____
- Flyer (8.5 x 11) _____
- 1/2 Sheet _____
- 1/4 Sheet _____
- Table Tent
- Gallery Sign
- Invitation/Postcard
- Business Card
- Brochure
- Day of Event Sign
- Banner
- Shirt

- Digital Signage
 - UC
 - C&LD
 - Warhawk Alley
 - Res Life
- Web Banner
- Facebook Cover Photo
- Movie Preview
- ATM AD*

- Social Media
- Blog
- Press Release
- This Week in Whitewater
- Whitewater Banner
- Whitewater Art Alliance
- Events Calendar
- Web Update
- Other: _____

Items to Be Included:

- Contact:
- Dept. Logo
- Dept. Website
- Facebook/Twitter

Target Audience:

- Students
- Staff
- UC Employees
- Other: _____

Additional Materials:

- Laminated _____
- Fome-cor _____

Special Instructions

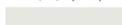
Images sent to ucgraphics@uww.edu Assigned _____ Date Completed _____



JAMES R. CONNOR UNIVERSITY CENTER IDENTITY STANDARDS

- UC logo must be used on all UC publications.
- The logo may only be printed as 2 Color, Black, PMS 268, or white.
- The logo must have a 0.25" area of isolation around them.
- Background color must be one of the primary or neutral palette colors.
- The minimum size for the logo is 0.75" wide.
- The preferred University Center font is Optima (**Optima Bold** for signage).
- The UC logo cannot be distorted, skewed, or altered in any way.

Neutral Color Palette

- **Cream**  (255, 254, 233) (0, 0, 10, 0)
- **PMS 9100**  (199, 203, 200) (9, 6, 10, 0)
- **PMS Warm Gray 6**  (186, 188, 190) (0, 0, 0, 31)
- **PMS 9023**  (229, 224, 232) (8, 10, 3, 0)

Primary Color Palette

- **Black** 
- **White**
- **PMS 268**  (80, 29, 130) (82, 100, 0, 12)



* UW-Whitewater Identity Standards were referenced in the creation of these standards.

Event: _____ **Date:** _____

Purpose: _____

Target Audience: _____

Essential Information _____

4 Weeks Prior to Event, Date: _____

- Graphic Request Form filled out (dates, times, locations, rules, sponsors confirmed)
- Event submitted to Events Calendar
- Reserve room/catering
- _____
- _____

3 Weeks Prior to Event, Date: _____

- Respond to media revisions
- _____
- _____

2 Weeks Prior to Event, Date: _____

- _____ posters up on campus
- Table tent, digital signage and movie preview sent to C&LD (if possible)
- Confirm reservation/set-up

1 Week Prior to Event, Date: _____

- Digital signage on UC and C&LD monitors
- Movie preview running (If possible)
- Information on UC social media (Getting U Connected, Facebook and Twitter)
- Information sent to This Week in Whitewater and Whitewater Banner (if applicable)
- Confirm headcount for catering
- _____
- _____

Week of Event, Date: _____

- Digital signage on UC and C&LD monitors
- Information displayed in This Week In Whitewater (if applicable)
- Information displayed on The Whitewater Banner (if applicable)
- Information on UC social media (Getting U Connected, Facebook and Twitter)
- _____
- _____

Day of Event, Date: _____

- _____
- _____

Post Event, Date: _____

- Photos sent to UC Graphics & Marketing
- Photos displayed on UC social networks (if applicable)
- Post event sent to Whitewater Banner (if applicable)
- _____
- _____

Conclusion

Integrated marketing communications is the key to successfully building and maintaining relationships and increasing brand awareness. IMC ensures the message from the UC is reliable and thus improves relationships with the target market. In order to improve their brand image, the UC must unify their marketing and hiring efforts and communicate in a shared voice.

This campaign is designed to improve internal and external communication tactics. The combination of media (paid and unpaid), public relations, direct marketing, promotions, and social/digital media listed in this campaign will assist the UC in increasing brand awareness and improving their social/digital marketing efforts.

It is essential to the success of the University Center to achieve departmental buy-in of the UC brand and shared marketing efforts. In order to gain trust and improve brand image in the eyes of the target market, all departments must communicate in a unified voice.

Due to the continuously changing nature of UC staff and student employees, it is in the best interest for the UC to continually document and evaluate their marketing efforts. The tactics outlined here will help to build a measurable and repeatable process which will contribute to the growth and improvement of the UC brand.



GETTING U CONNECTED
