INTRODUCTION

Trinity’s marketing and communications efforts benefit from clear direction. The 2016-17 objectives and strategies lay the groundwork for immediate impact while broader objectives inform marketing and communications efforts for the long term.

TARGET AUDIENCES

The IMC Plan focuses on both internal and external audiences. Objectives and strategies are interwoven and success in one area affects the success of the University as a whole. Primary audiences include prospective students, families, adult influencers, community members, alumni, internal Trinity community, and donors. The IMC Plan seeks to reach these constituency groups on the local, regional, and national levels.

LONG-TERM SUCCESS

In addition to measuring the success of specific tactics and maintaining the health of digital channels, UMC will measure progress toward mission-critical goals and objectives identified in this document. For each goal, the measurement may be qualitative, quantitative, or a combination of the two.

Though tracking of key performance indicators happen throughout the year, milestones for more comprehensive measurement may happen quarterly or annually. In some cases, measurement and analysis will require explicit allocation of resources, such as market research.

As UMC works with partners within the University to implement strategies, the team will develop action plans with specific tactics. These tactics will be generated collaboratively to ensure the University benefits from a truly integrated marketing approach.

TRINITY UNIVERSITY

University Marketing and Communications
marketing@trinity.edu
OBJECTIVES AND STRATEGIES

Academic Year 2016-17

UMC will continue to measure, refine, and assess progress of the objectives and strategies. The long term success of integrated marketing relies on continuous goal setting, vision, and implementation. This plan outlines multi-year objectives and strategies for implementation and measurement.

The plan utilizes key performance indicators and metrics to provide insight and measure achievements. It includes metrics related to diagnosing and maintaining the ongoing health of Trinity's many digital channels, as well as detailed recommendations for benchmarking and measuring goal attainment.

Objective #1
Understand and define priorities and opportunities

Strategies
1.1. Conduct stakeholder interviews
1.2. Perform competitive analysis
1.3. Audit marketing materials and website
1.4. Form IMC Plan task force

Objective #2
Establish marketing and communications as an institutional mentality University-wide

Strategies
2.1. Build and strengthen partnerships with designated offices
2.2. Evaluate and identify resources
2.3. Define priority areas of focus, including enrollment, alumni, advancement, and career services

Objective #3
Develop measurements for success with priority offices within the University

Strategies
3.1. Create key performance indicators and metrics with designated offices
3.2. Implement technology and processes to support objectives
3.3. Perform data integrity audit
3.4. Evaluate third-party web partnerships, e.g., Touchnet, iModules, SympliCity

Objective #4
Maintain strong enrollment and grow the "demand" for Trinity University

Strategies
4.1. Drive up the quantity of qualified first-year applicants
4.2. Increase the percentage of applicants who complete their applications and engage deeply with the University
4.3. Grow enrollment yield
4.4. Continue to enhance academic profile of applicants
4.5. Establish robust parent communication
4.6. Evaluate graduate programs communication plan

Key Performance Indicators & Metrics:
- Number of scheduled visits on the website from campaign tactics
- Number of campus visit inquiries and visits
- Increase quality of applicants
- Meet admissions enrollment goal of 640, factoring in "summer melt"
- Strong waitlist to accommodate "summer melt"

Objective #5
Increase net tuition revenue

Strategies
5.1. Engage in Objective 4 enrollment strategies with financially qualified families
5.2. Enhance "Select Scholars" program
5.3. Establish academically and financially qualified applicant waitlist

Objective #6
Build brand awareness and elevate prestige

Strategies
6.1. Grow network of brand ambassadors
6.2. Strengthen community relations in target markets in Texas, region, and nation
6.3. Increase reputation and external recognition among employers
6.4. Build the reputation of President Anderson within external community
6.5. Evaluate the feasibility of a spirit shop

Key Performance Indicators & Metrics:
- Increase brand recognition in the marketplace (market research)
- Increase awareness evidenced by admitted student questionnaire (Year over Year [YoY] research)
- YoY increase in number of prestigious national rankings and awards
- YoY increase in number of quality organizations giving rankings and awards
- YoY increase in online and print content about Trinity published by external media
- Increase the diversity of targeted employers to attract more student attendees to career services events
- Growth of employer interest in Trinity graduates of all majors
- YoY tracking of boards and organizations served on by Trinity community

Objective #7
Maintain brand consistency and market the Trinity story

Strategies
7.1. Create meaningful brand messaging for external audiences
7.2. Market the "fun" of the University by emphasizing unique campus life
7.3. Use authentic, honest stories to highlight successful outcomes
7.4. Establish and build social media presence for alumni, career services, President

In preparing for battle I have always found that plans are useless, but planning is indispensable.
— Dwight D. Eisenhower