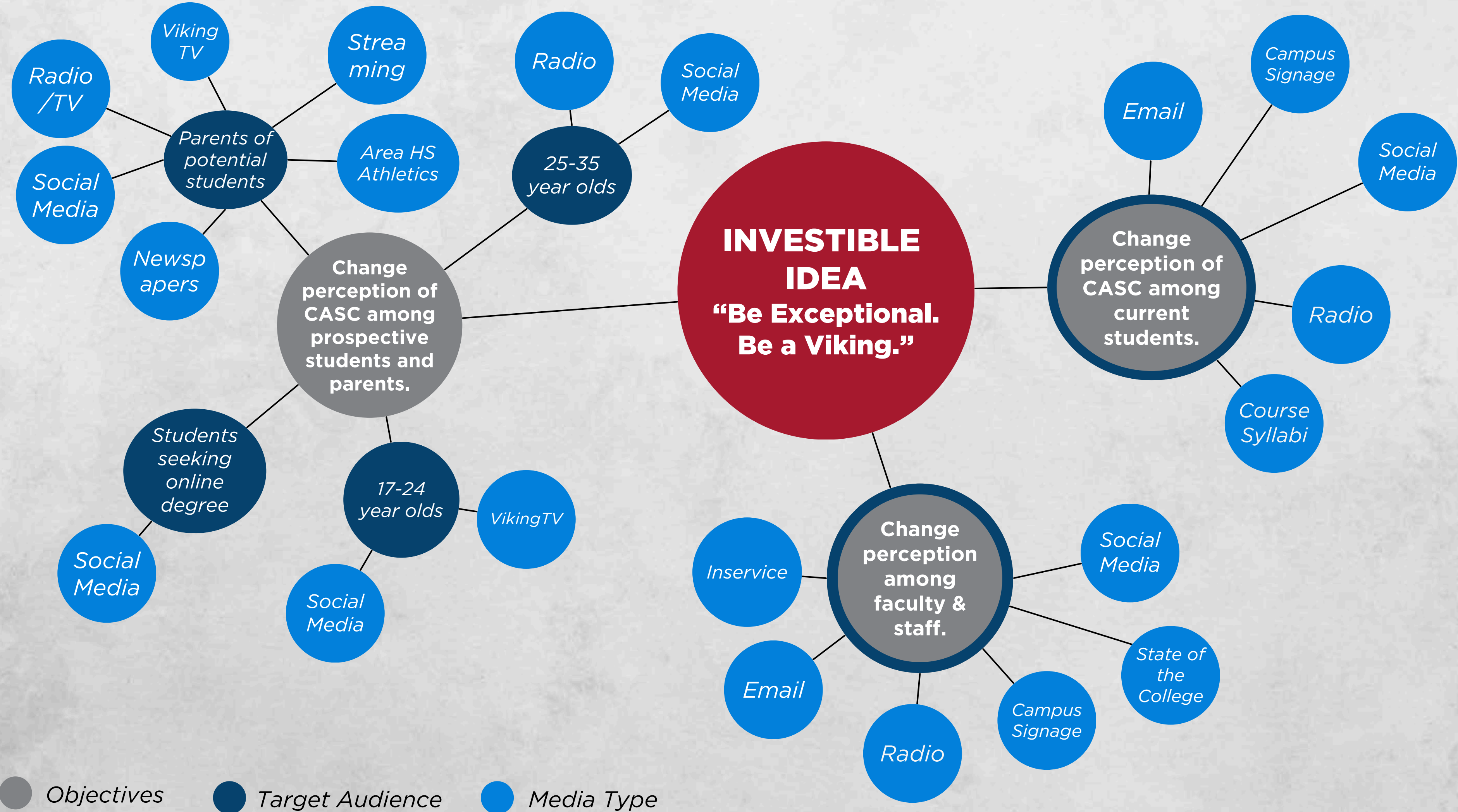


# **2023 STRATEGIC PLAN UPDATE**

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**CASC MARKETING & COMMUNICATIONS**



# POINTS TO REMEMBER FOR ANY STRATEGIC MARKETING PLAN



A MIX OF PAID, OWNED, EARNED, AND SHARED MEDIA.



ALL TYPES OF MEDIA, AND HOW THEY RELATE TO OUR PROPOSED PLAN, IS A CENTRIFUGAL CIRCLE...ONE FEEDS THE OTHER



INTEGRATED MARKETING IS A STRATEGIC PROCESS THROUGH WHICH YOU COORDINATE THE TOUCHPOINTS AT YOUR DISPOSAL TO INFLUENCE BEHAVIOR.



YOU ARE FOCUSED ON THE SPECIFIC GOAL YOU'VE IDENTIFIED.



BRAND AWARENESS AND BRAND ATTITUDE ARE IMPORTANT, BUT THE ULTIMATE GOAL IS TO INFLUENCE HUMAN BEHAVIOR.



IT IS AN ONGOING PROCESS AND CYCLE DURING WHICH YOU LOOK AT EVERY RESOURCE AT YOUR DISPOSAL TO INCORPORATE INTO THE PLAN.



EXAMINE DATA INSIGHTS TO GUIDE AND INFLUENCE CAMPAIGN DECISIONS.



# The Investible Idea...

- Is the core of any campaign goal.
- Serves as the core of any integrated marketing campaign.
- Guides and sustains the campaign.
- It is more powerful if it is tied to the brand essence.
- It must point back to the brand.
- Is developed after gathering and analyzing market research.
- Should advance the brand's mission.
- Should drive a brand and influence consumer behavior.
- A strong brand is developed from within, which is why the investible idea should be branded internally. A strong brand is developed with the buy in from top leadership; the leadership team must drive the investible idea forward in the organization.







# The Investible Idea

## "Be exceptional. Be a Viking."

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The college's mission statement reads: "Providing affordable, accessible, and exceptional education that fosters student success." **Current student satisfaction data and insights about our current student body and target audience combined with CASC's proven quality generates the following investible idea: "Be exceptional. Be a Viking."** Generally speaking, success follows becoming exceptional, pointing back to the college's brand essence of fostering student success, whatever it takes. The investible idea appeals to the aspirational identity of those in our target audience.





This investible idea can multiply and take on various forms for varying purposes. For example, "Be courageous. Be a Viking"; "Be inclusive. Be a Viking"; "Be a change-agent. Be a Viking."

Finally, the investible idea is one that shall apply to internal operations such as candidate hiring, budgetary decisions, and facilities maintenance, to name a few. If Vikings are exceptional, hire the best candidate. If Vikings are exceptional, budget for the best equipment possible. If Vikings are exceptional, maintain campus facilities and resources with nothing less than excellence.

Operating with a mindset of excellence creates culture change among faculty and staff which then bleeds over into student life. Consequently, organically CASC will earn an exceptional reputation.

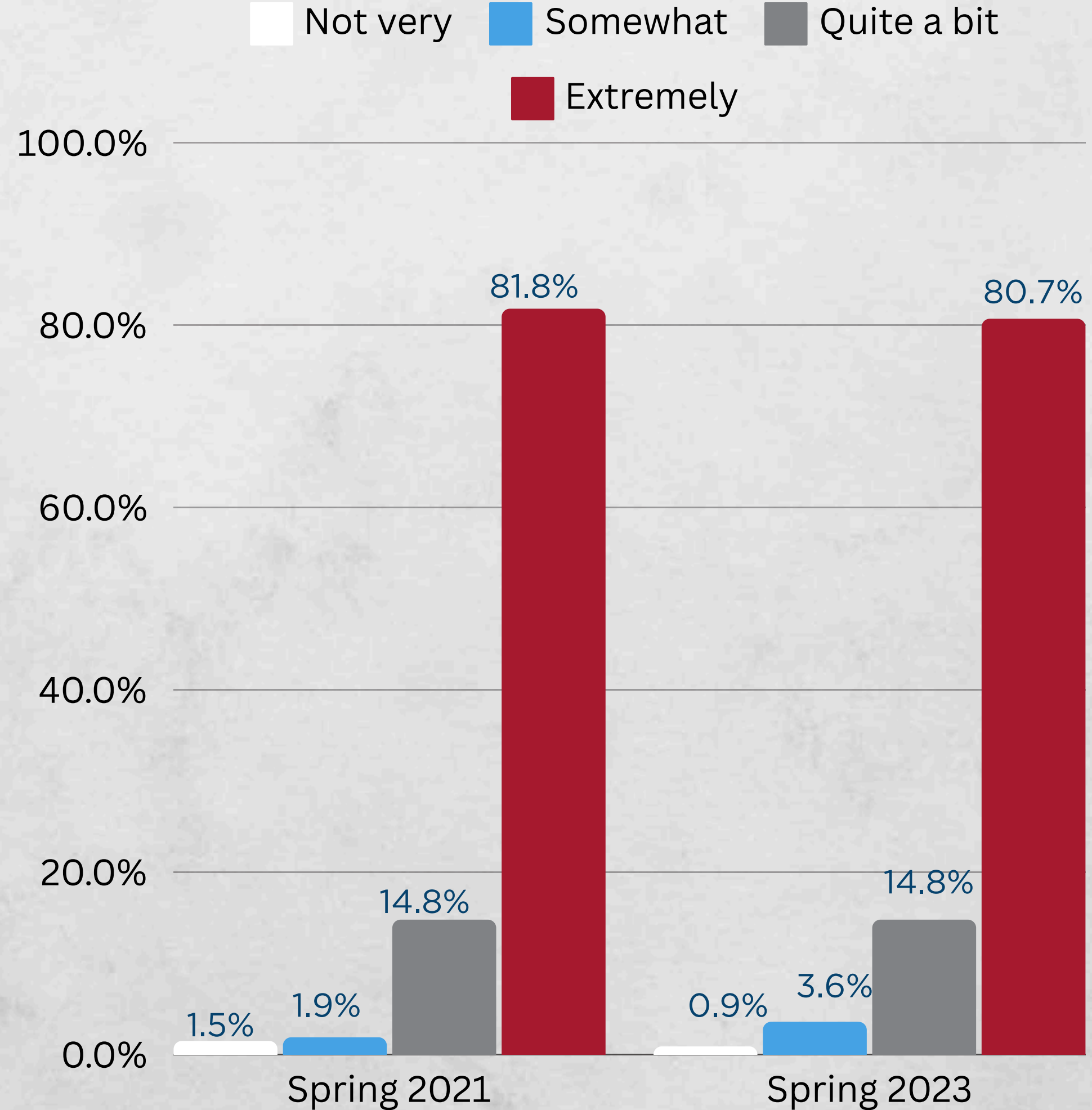


# **SURVEY RESULTS**

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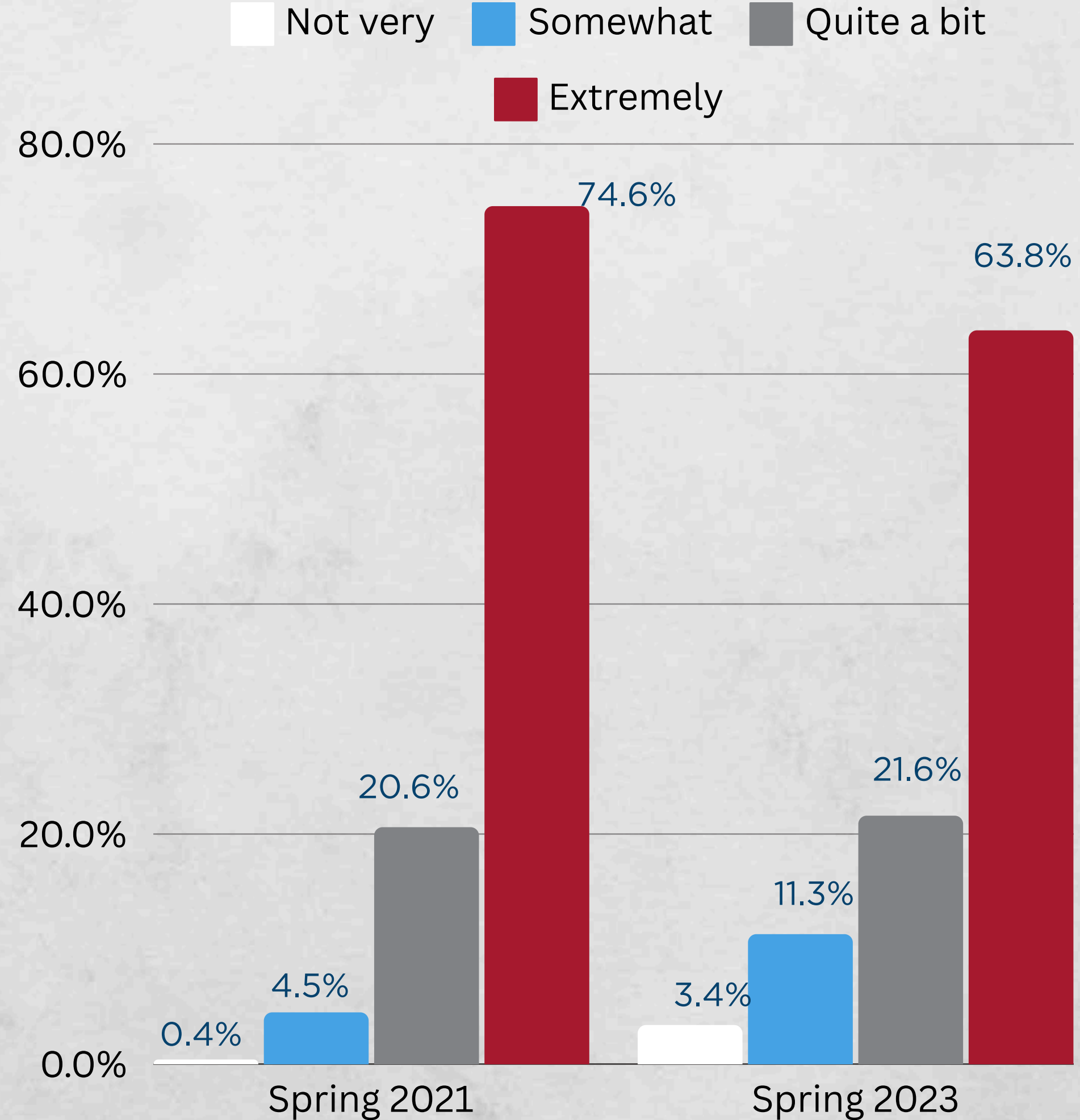
**STUDENT SURVEYS**

## HOW SUPPORTIVE IS YOUR IMMEDIATE FAMILY OF YOU ATTENDING THIS COLLEGE?



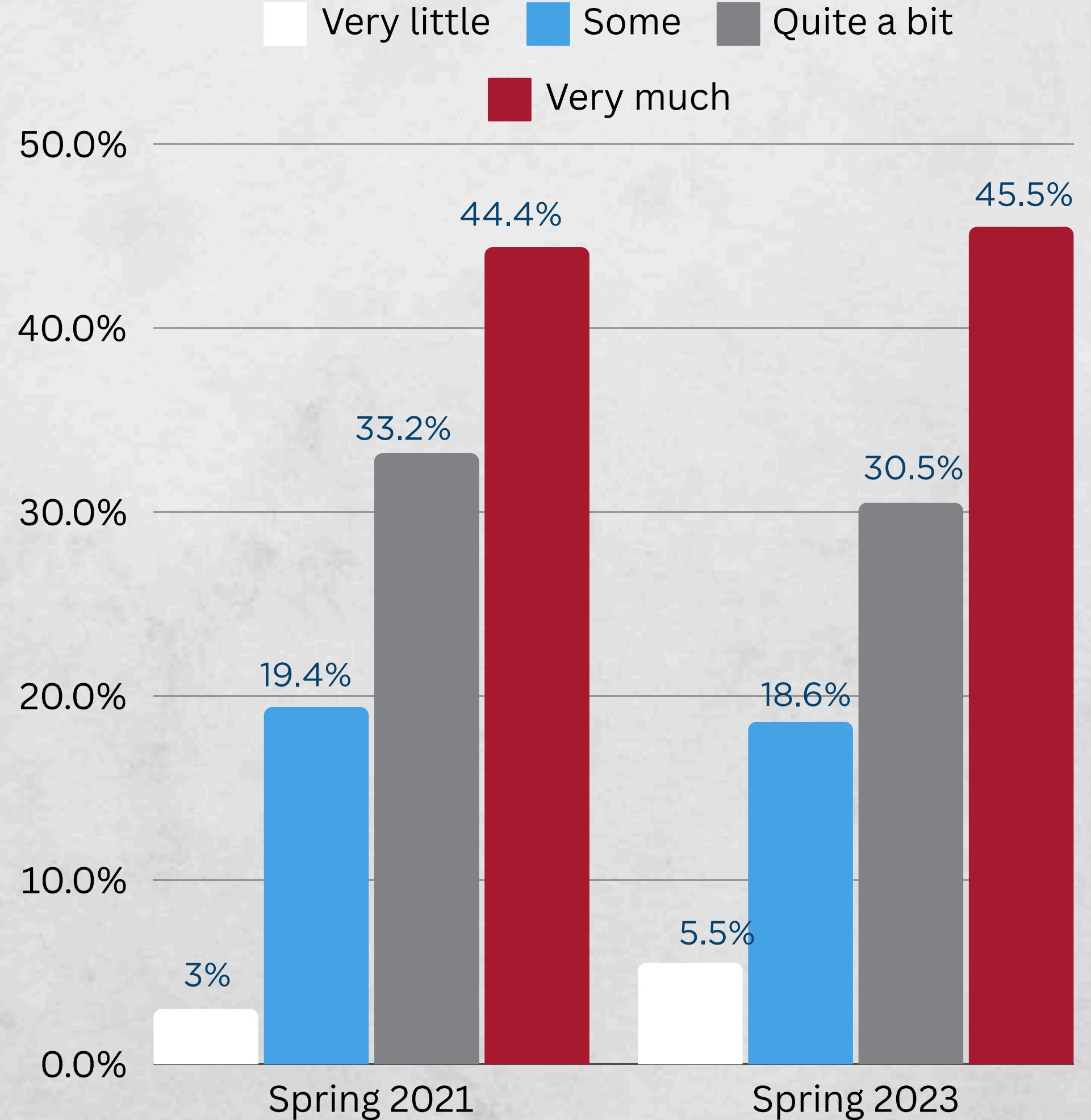


## HOW SUPPORTIVE ARE YOUR FRIENDS OF YOU ATTENDING THIS COLLEGE?



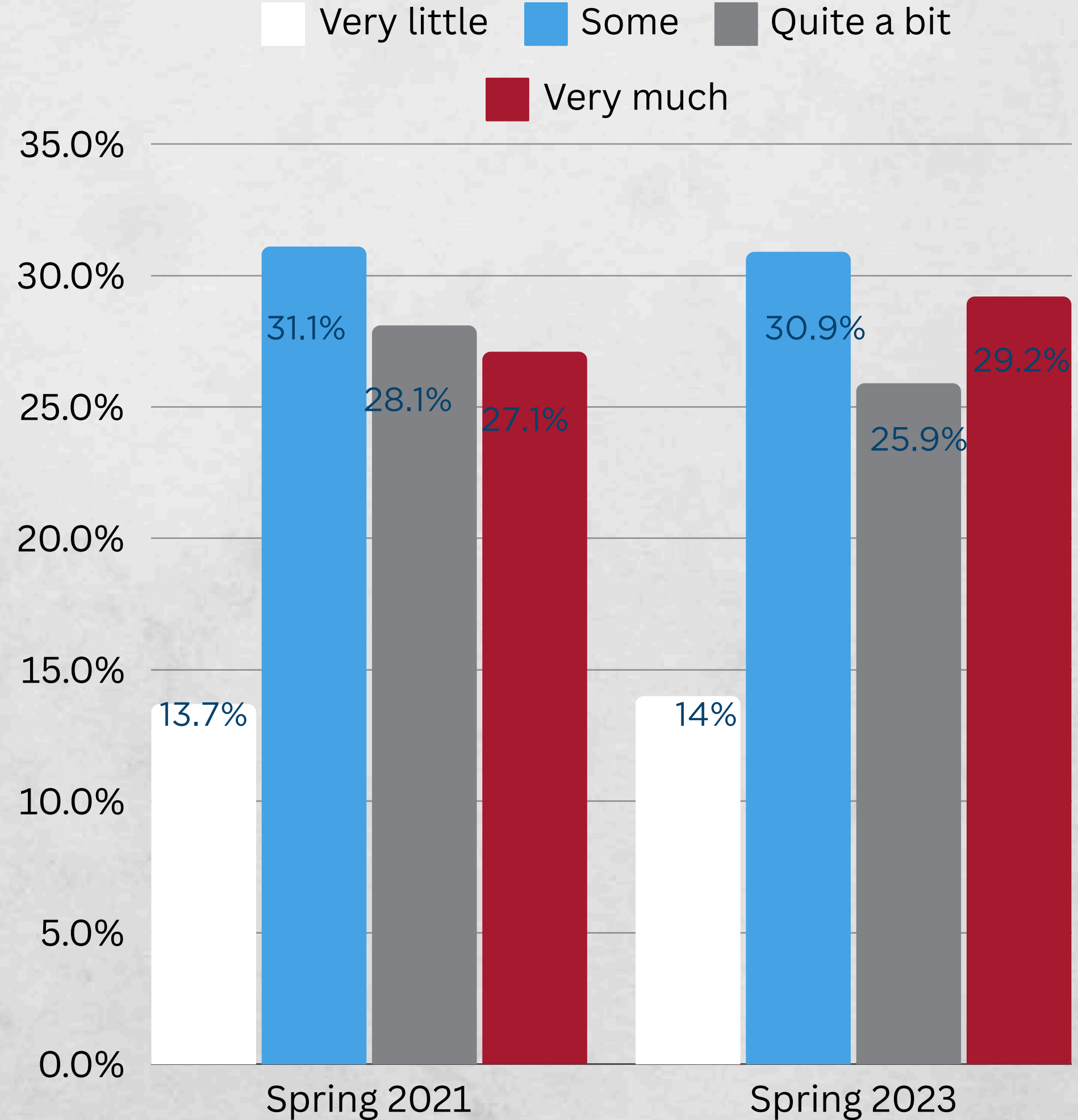


**HOW MUCH HAS YOUR  
EXPERIENCE AT THIS  
COLLEGE CONTRIBUTED  
TO YOUR KNOWLEDGE,  
SKILLS, AND PERSONAL  
DEVELOPMENT IN  
DEVELOPING CAREER  
GOALS?**



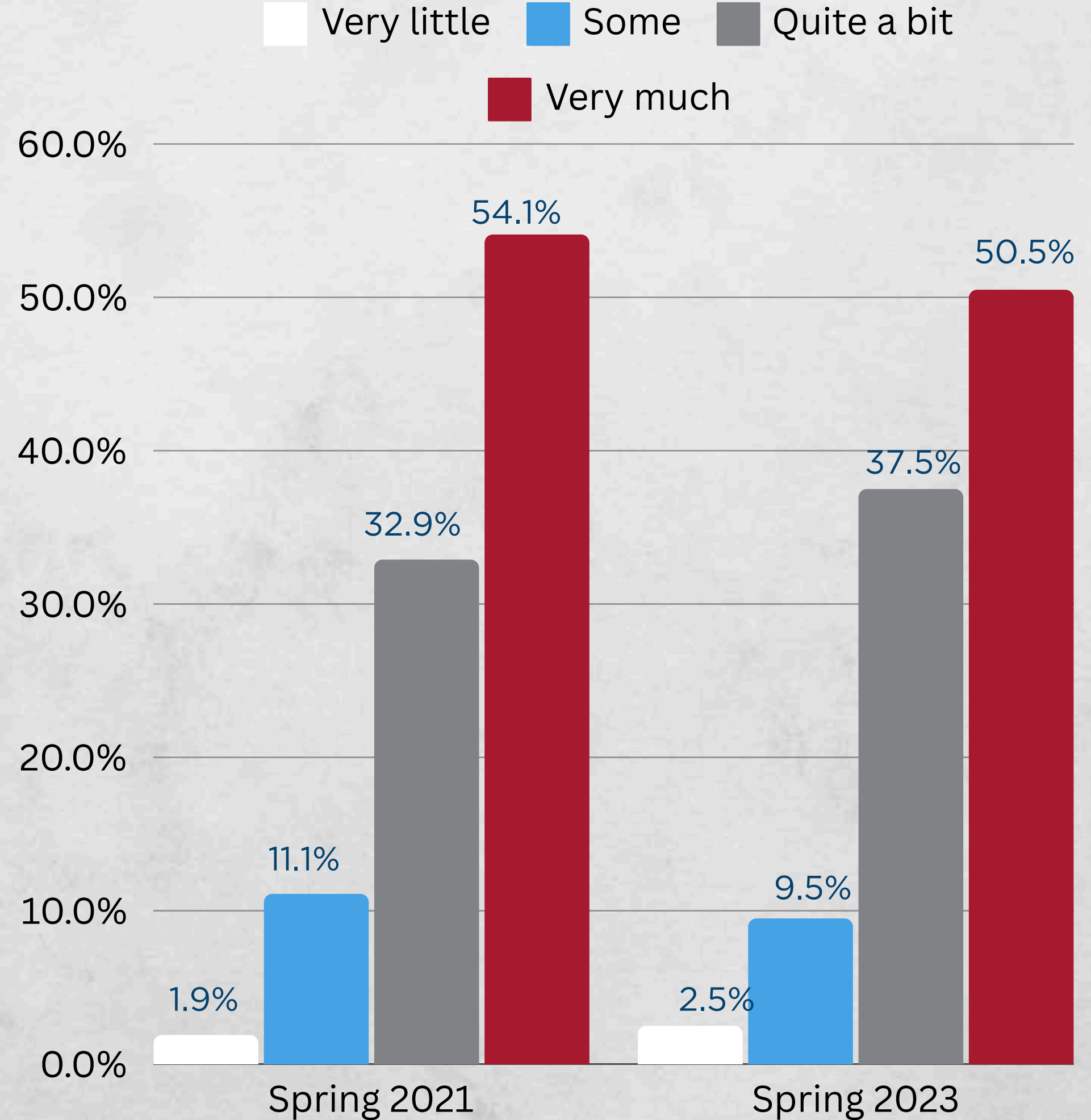


**HOW MUCH DOES THE COLLEGE EMPHASIZE PROVIDING THE SUPPORT YOU NEED TO THRIVE SOCIALLY?**



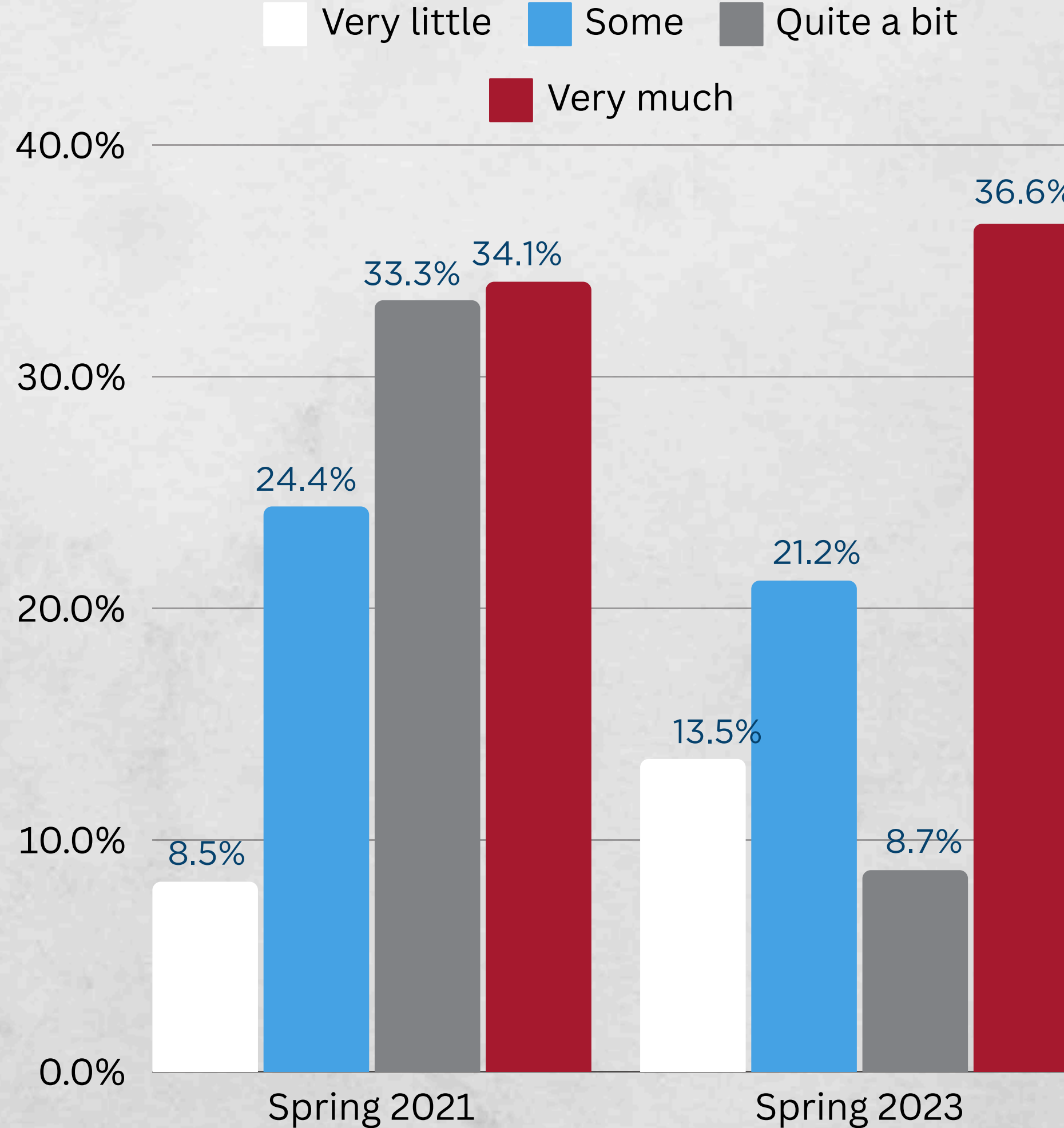


**HOW MUCH DOES THE COLLEGE EMPHASIZE PROVIDING THE SUPPORT YOU NEED TO HELP YOU SUCCEED AT THIS COLLEGE?**

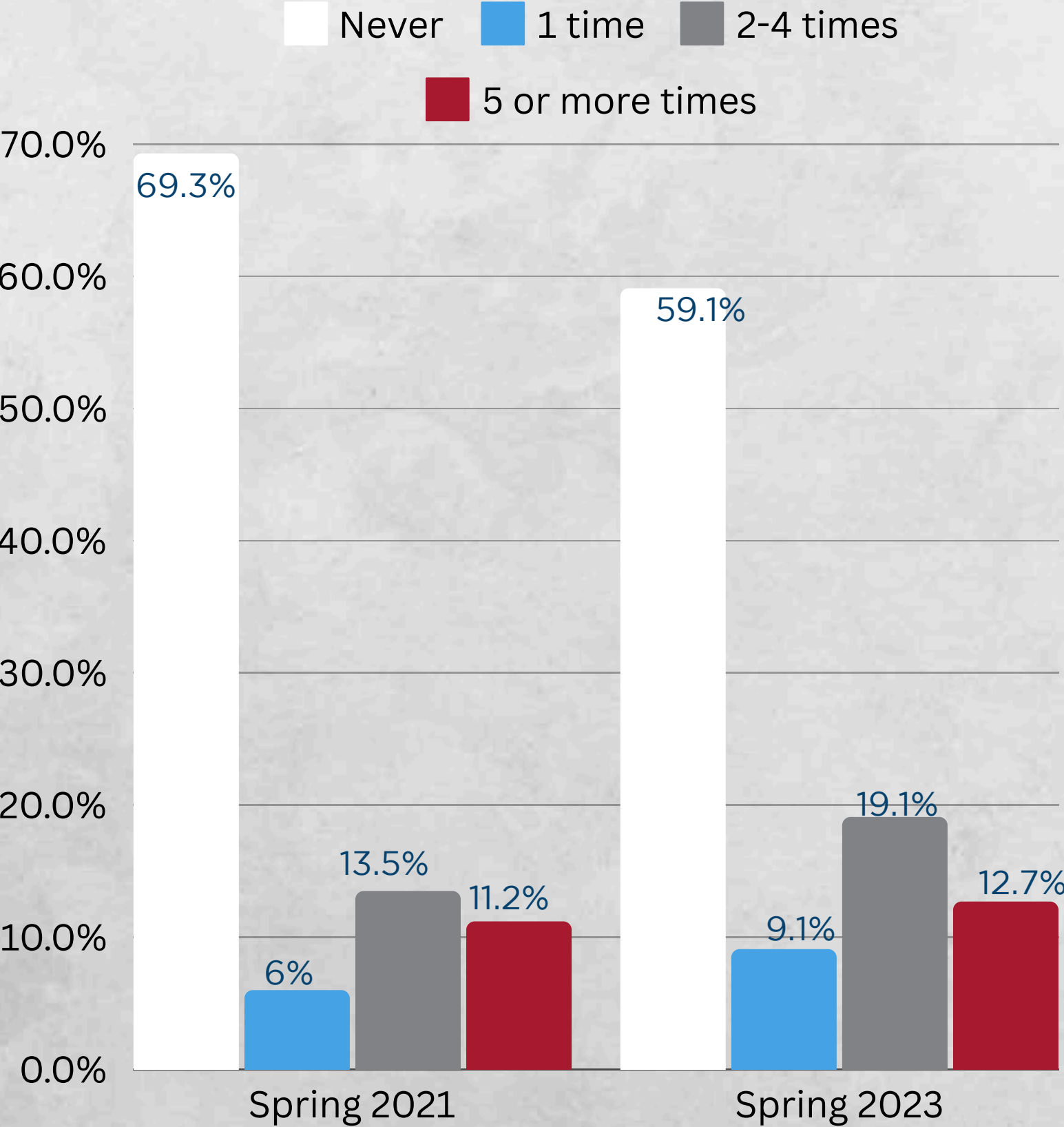




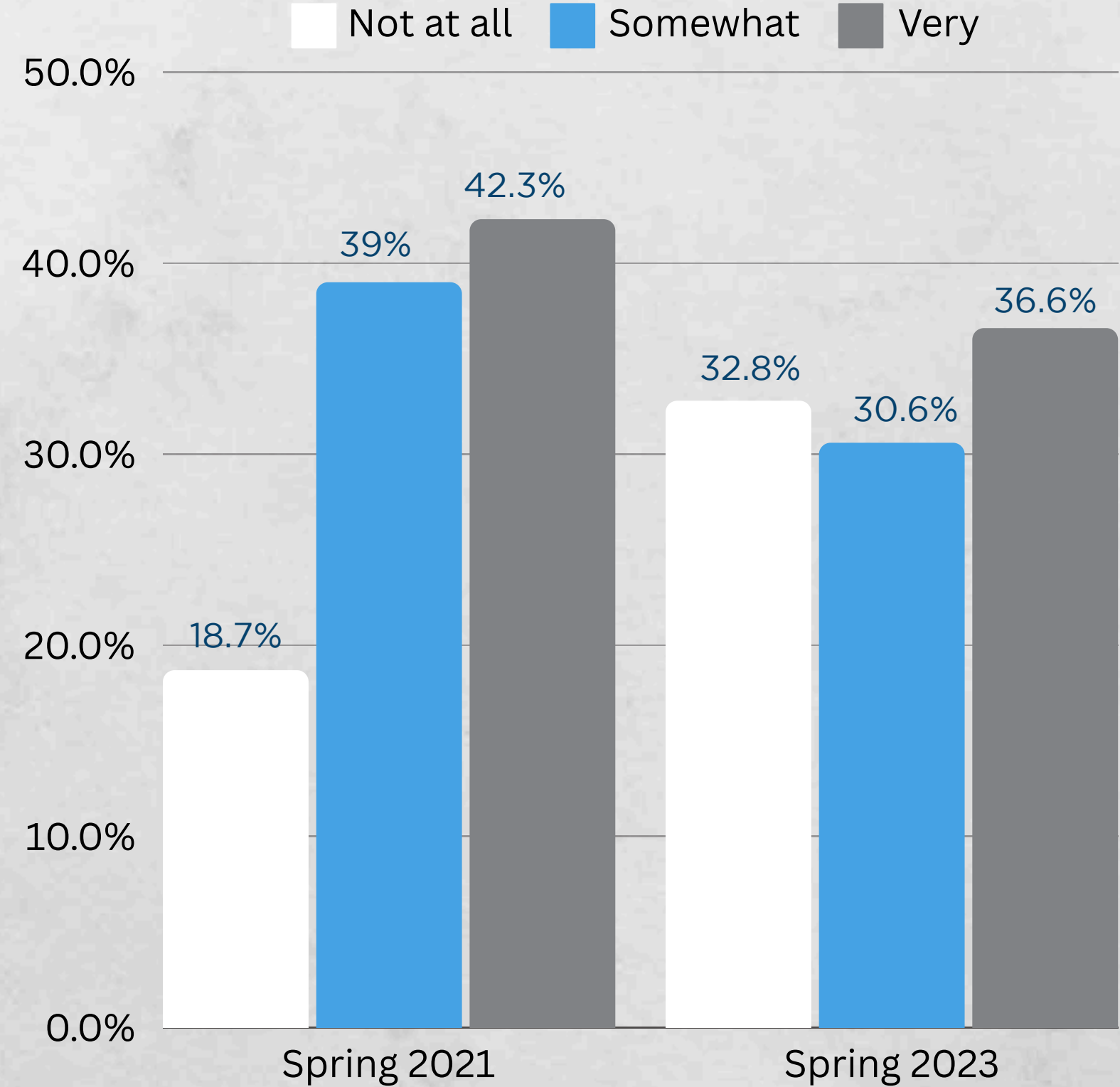
**ENCOURAGING CONTACT  
AMONG STUDENTS FROM  
DIFFERENT ECONOMIC,  
SOCIAL, AND RACIAL OR  
ETHNIC BACKGROUNDS.**



# HOW OFTEN HAVE YOU USED STUDENT ORGANIZATIONS DURING THE CURRENT ACADEMIC YEAR?

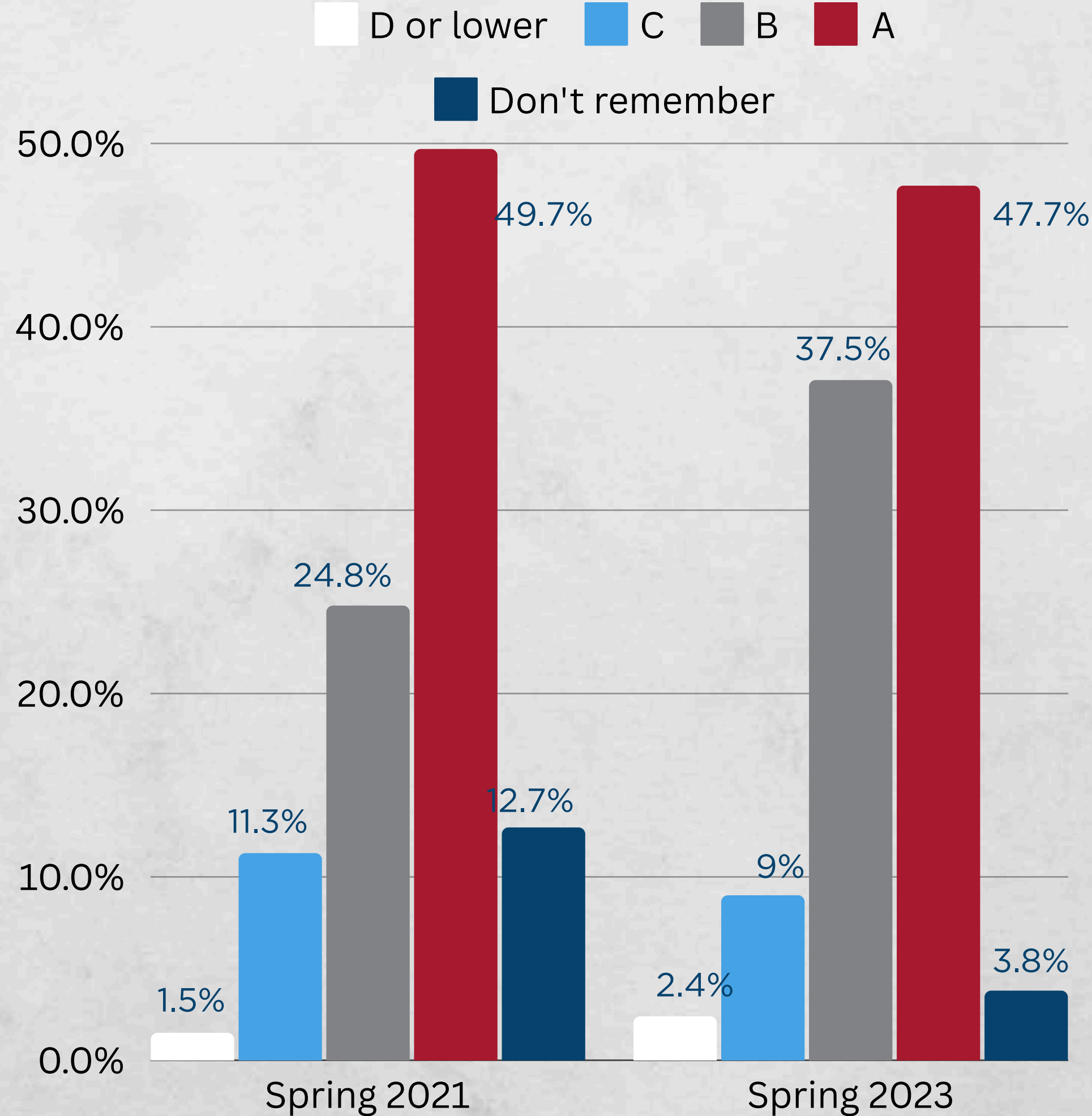


# HOW IMPORTANT TO YOU ARE THE STUDENT ORGANIZATION SERVICES AT THIS COLLEGE?

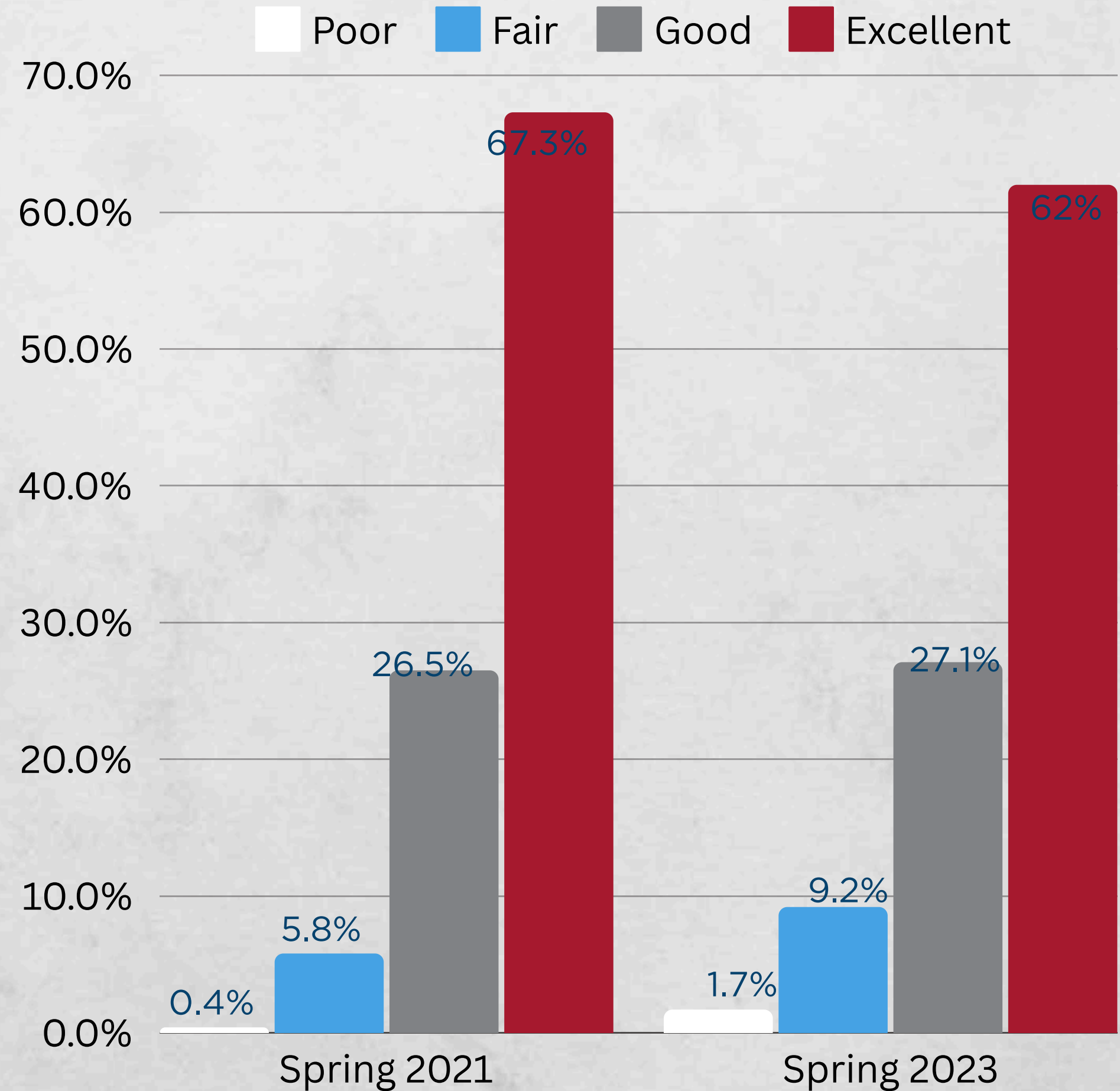




## IN WHAT RANGE WAS YOUR OVERALL HS GPA?

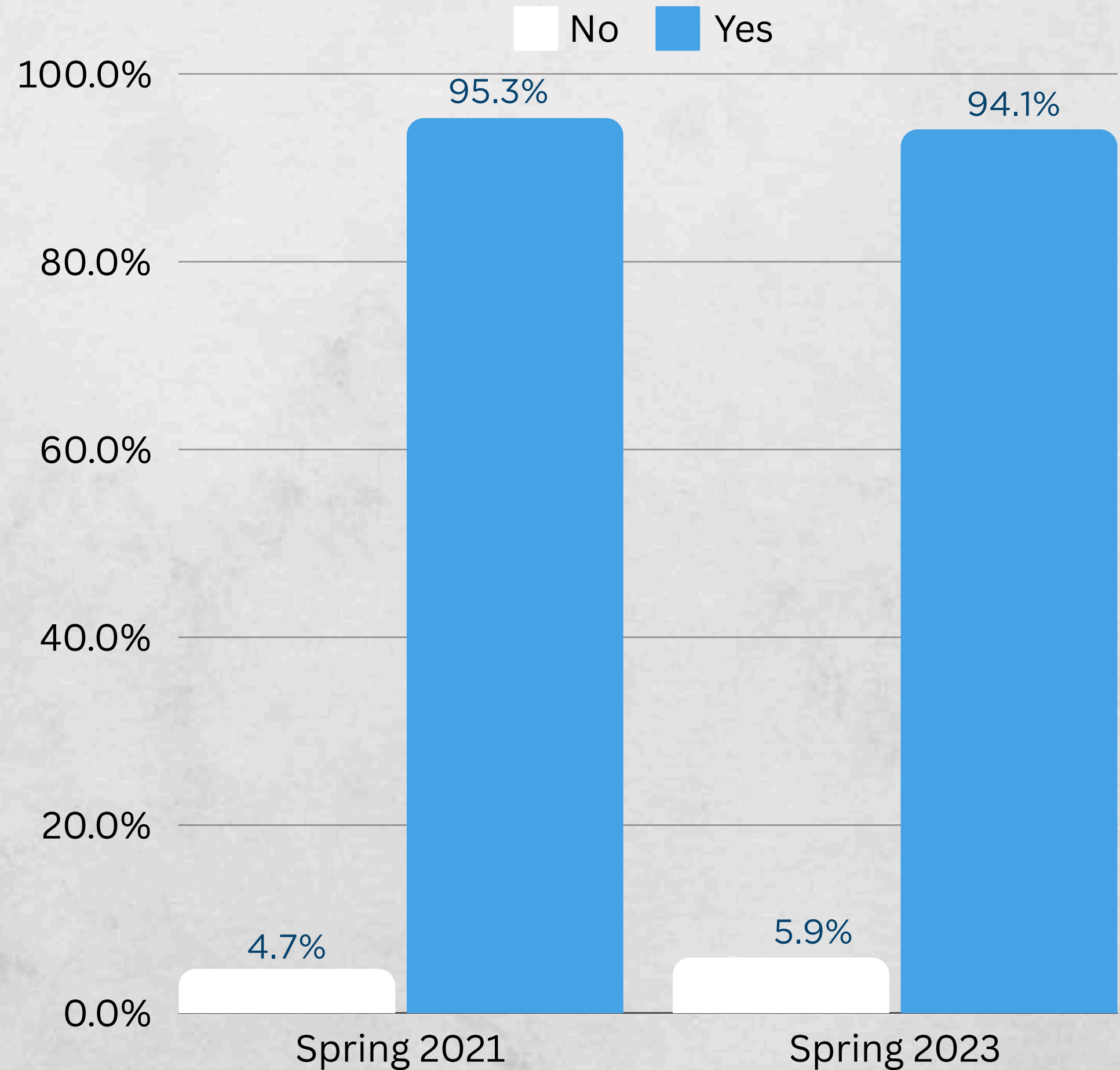


## HOW WOULD YOU EVALUATE YOUR OVERALL EDUCATIONAL EXPERIENCE AT THIS COLLEGE?





**WOULD YOU RECOMMEND  
THIS COLLEGE TO A  
FRIEND OR FAMILY  
MEMBER?**



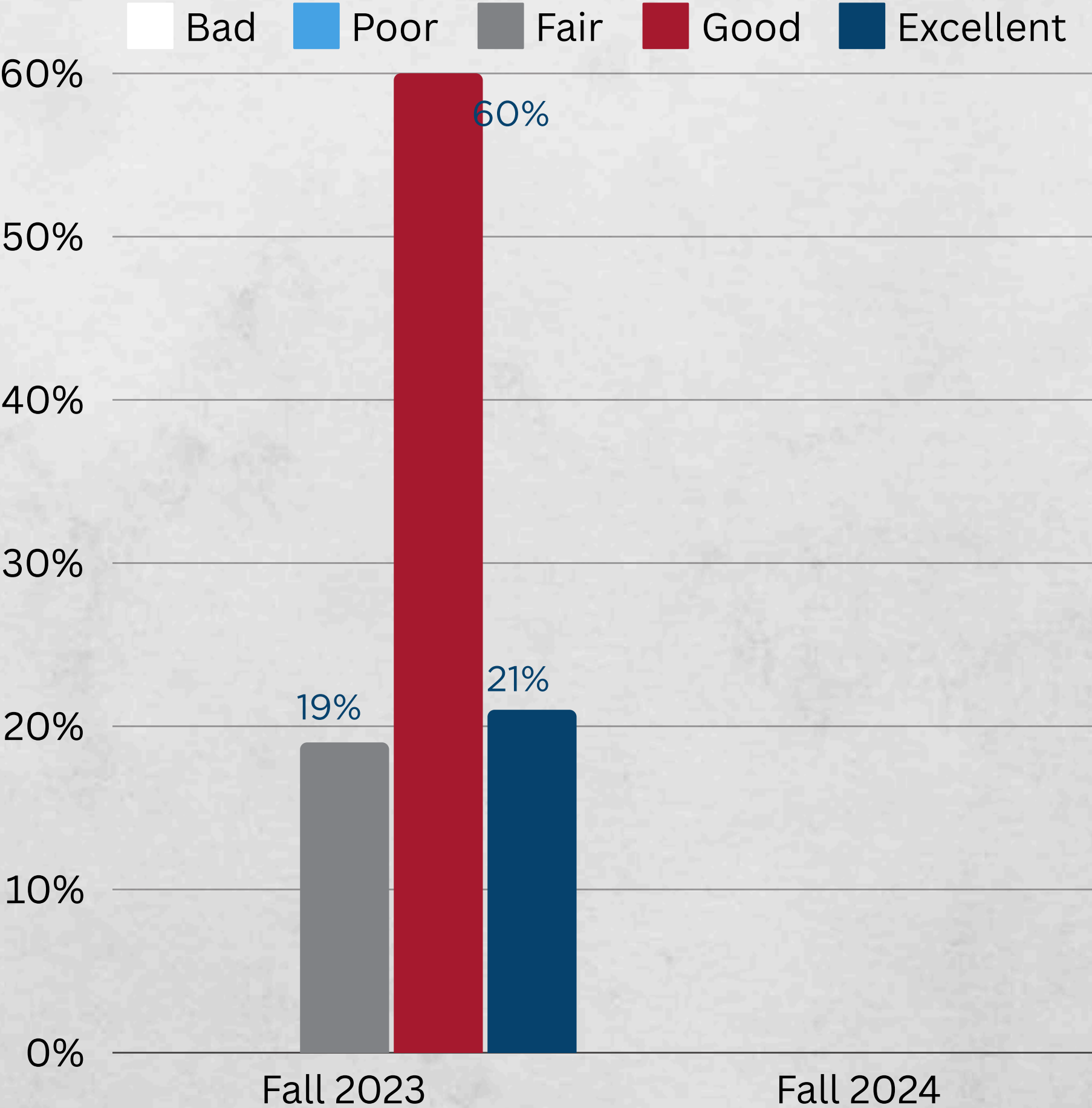
# **SURVEY RESULTS**

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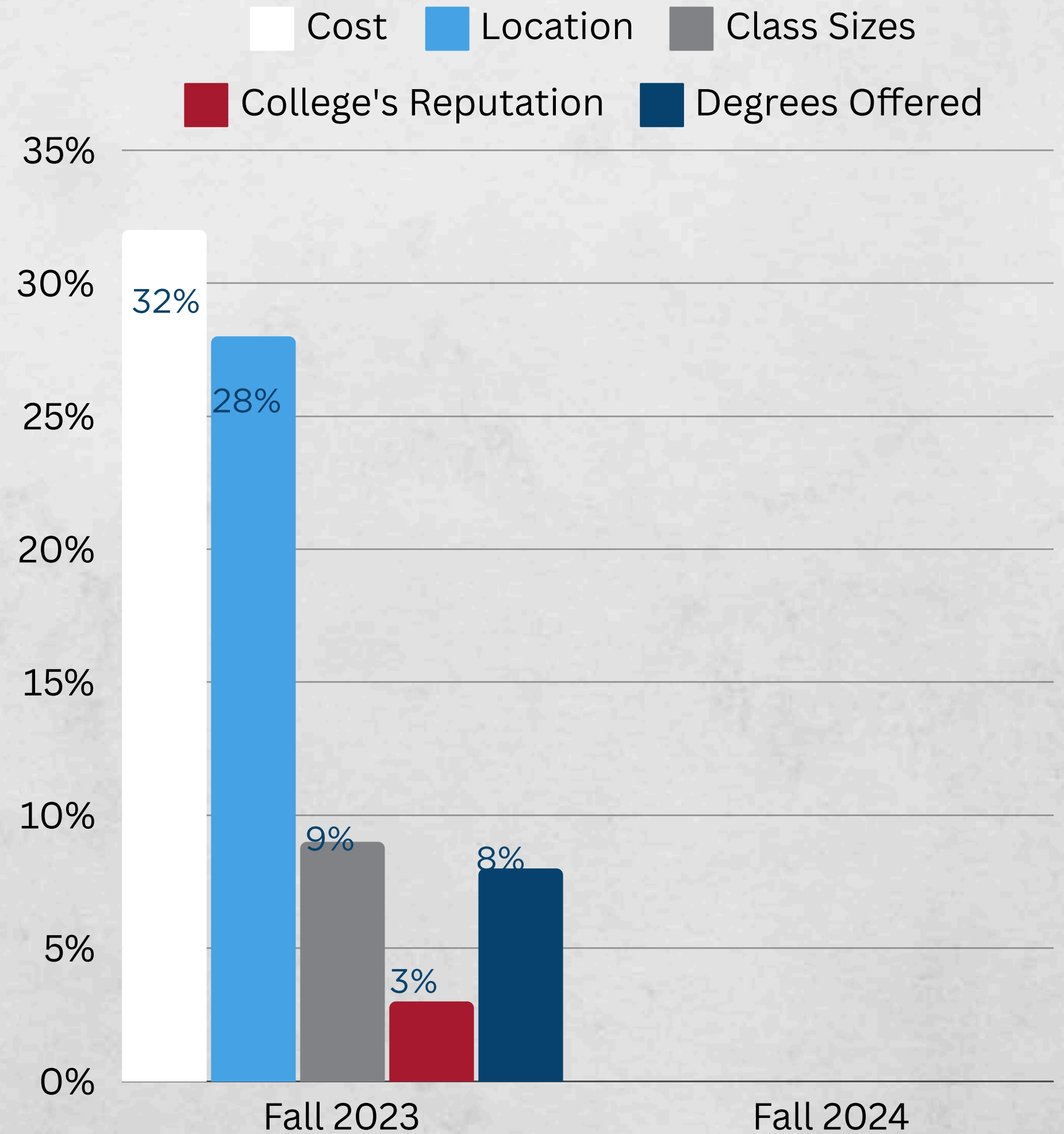
**FRESHMAN ORIENTATION**



**WHAT WAS YOUR  
PERCEPTION OF CASC AS A  
HIGH SCHOOL STUDENT?**



## WHEN YOU WERE IN HS, WHY DID YOU CONSIDER ATTENDING CASC?



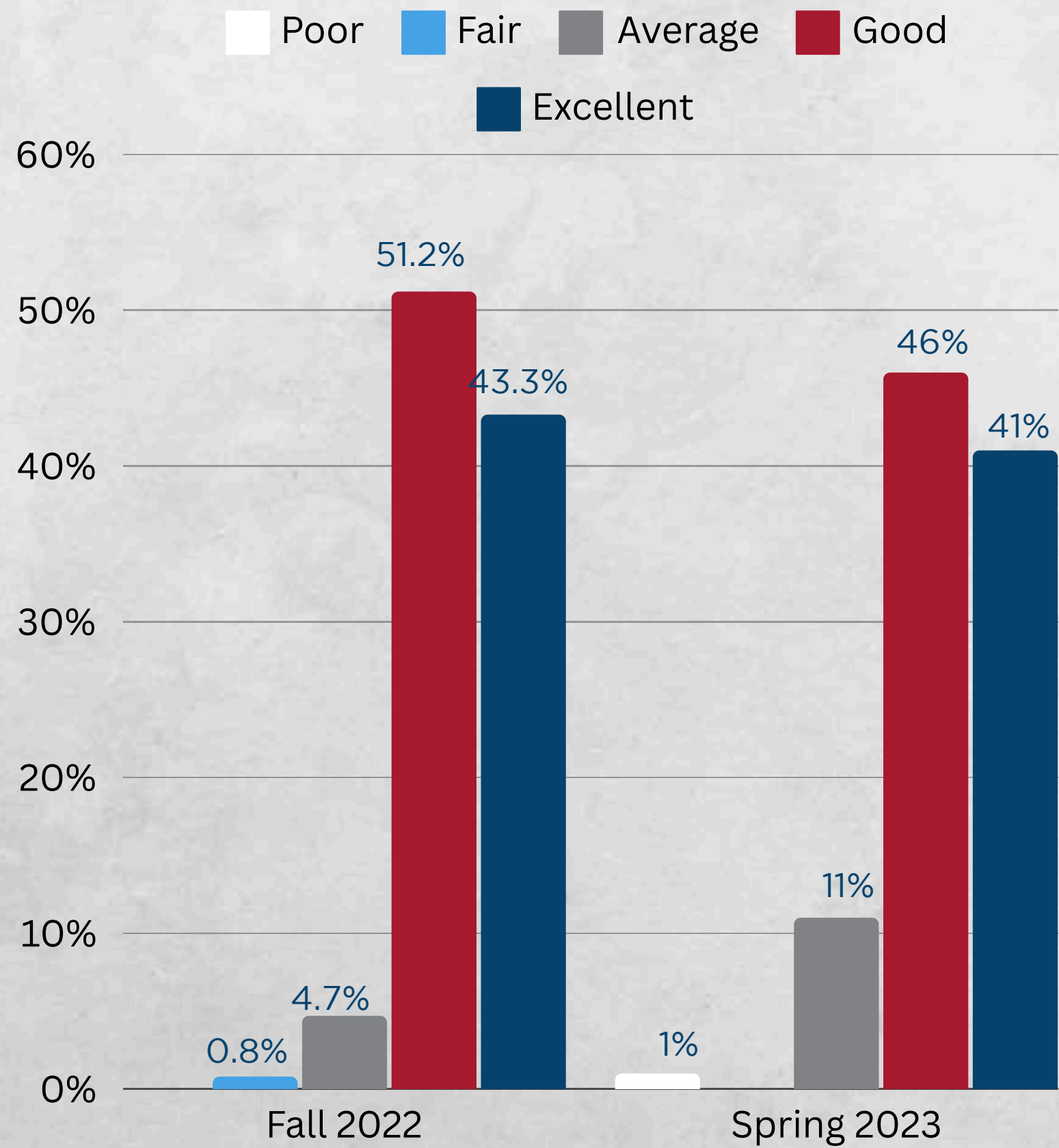


# **SURVEY RESULTS**

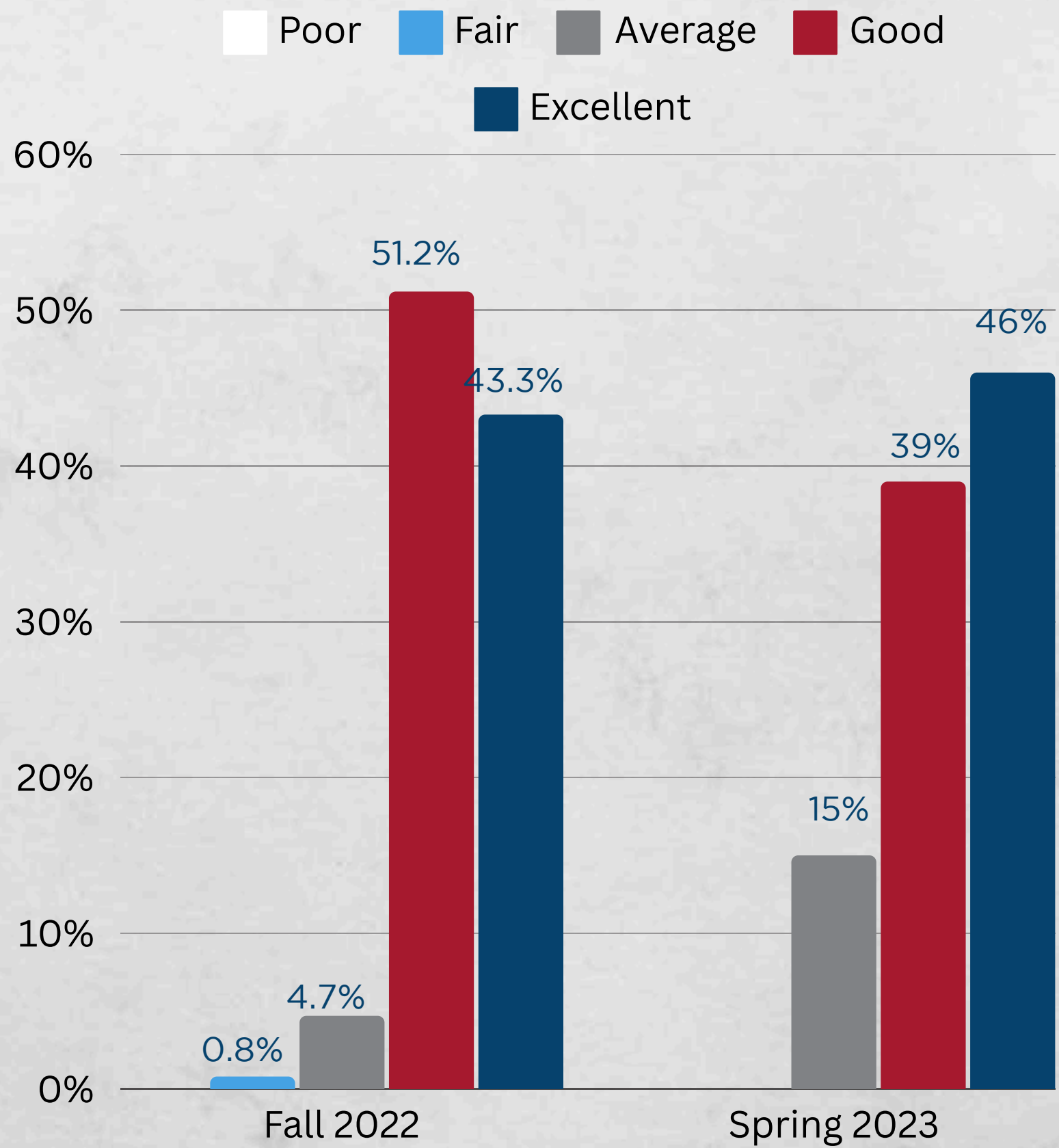
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**FACULTY & STAFF**

# PLEASE RATE YOUR OVERALL PERCEPTION OF CASC AS AN EDUCATIONAL INSTITUTION.



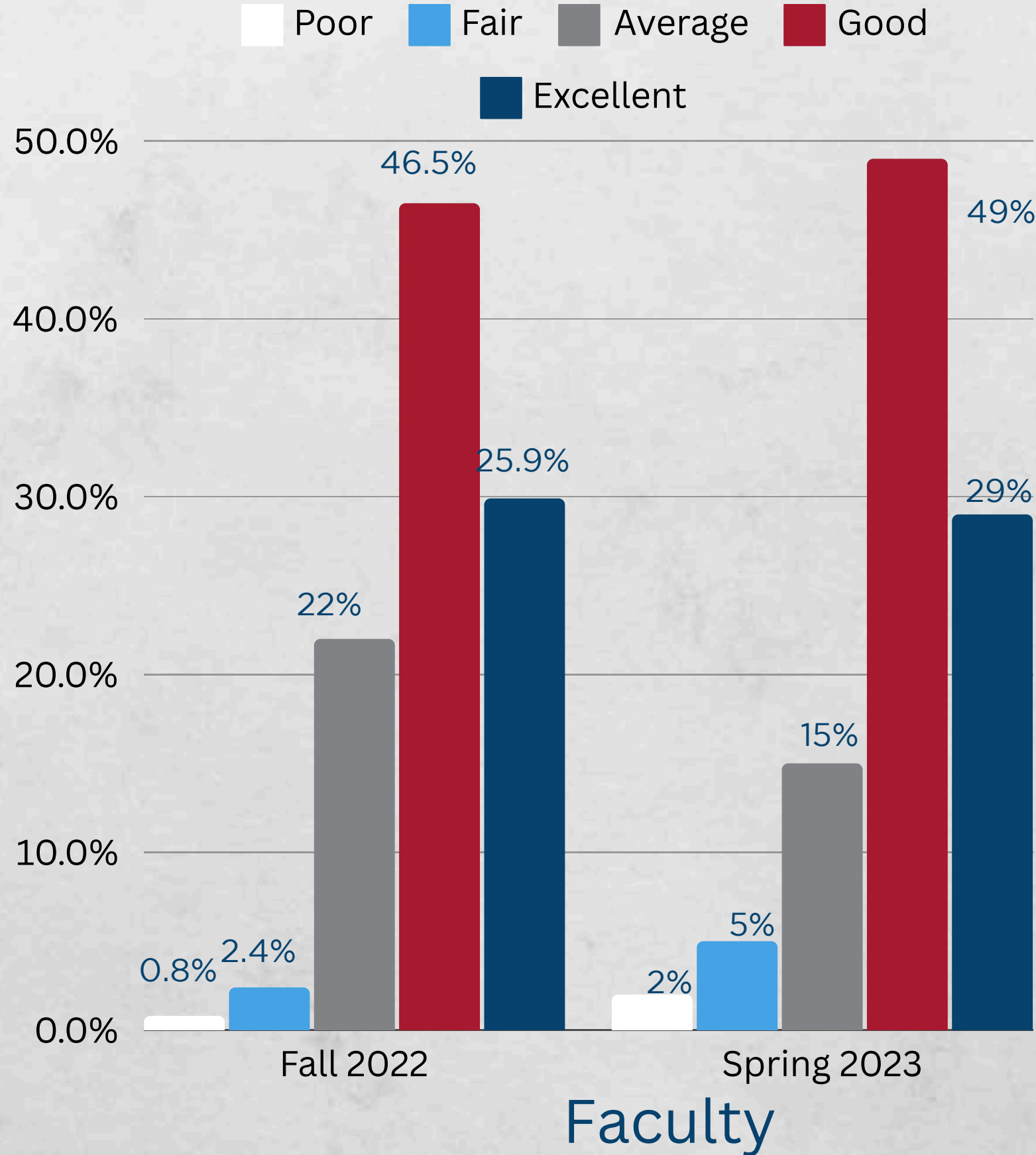
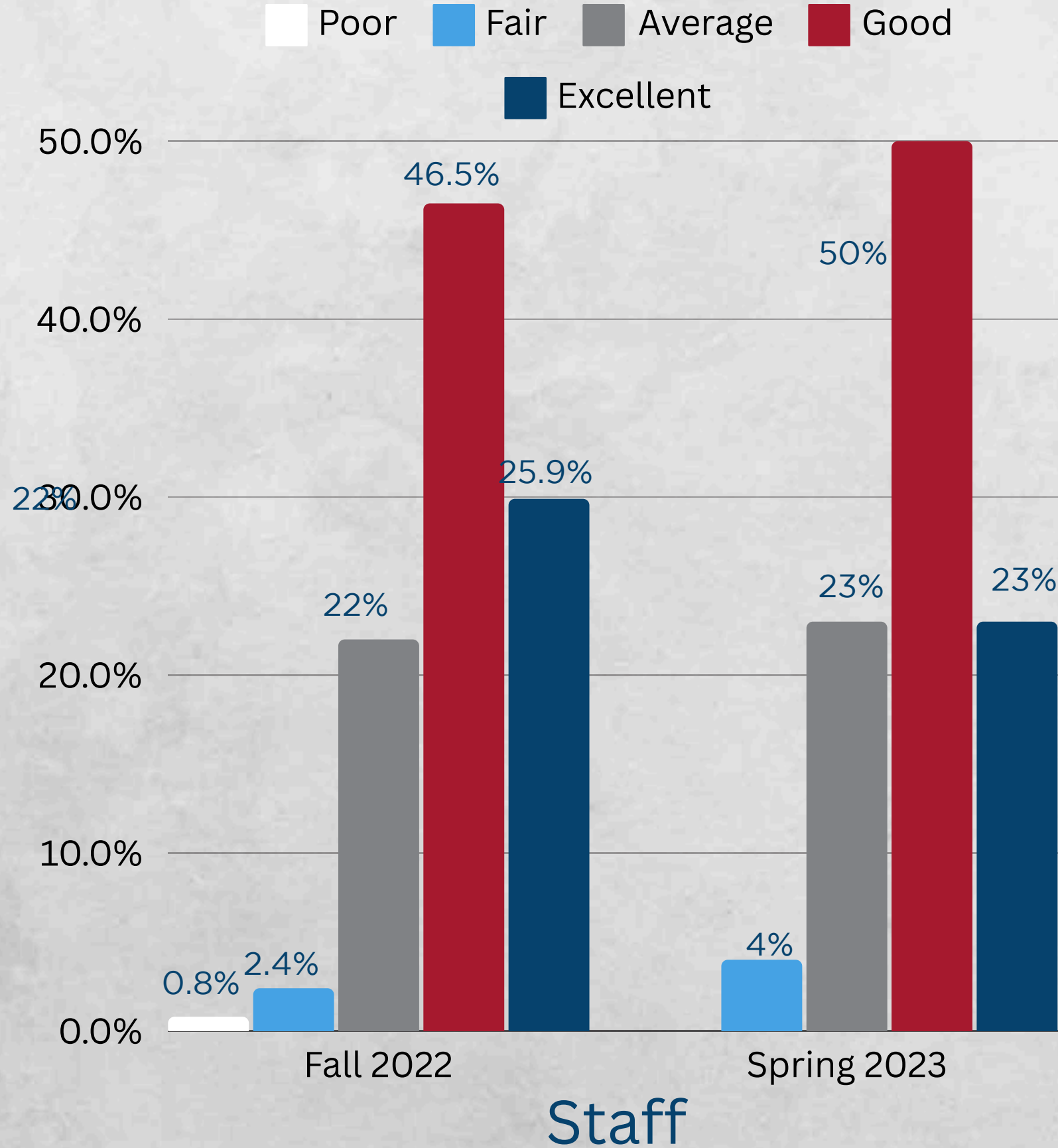
Staff



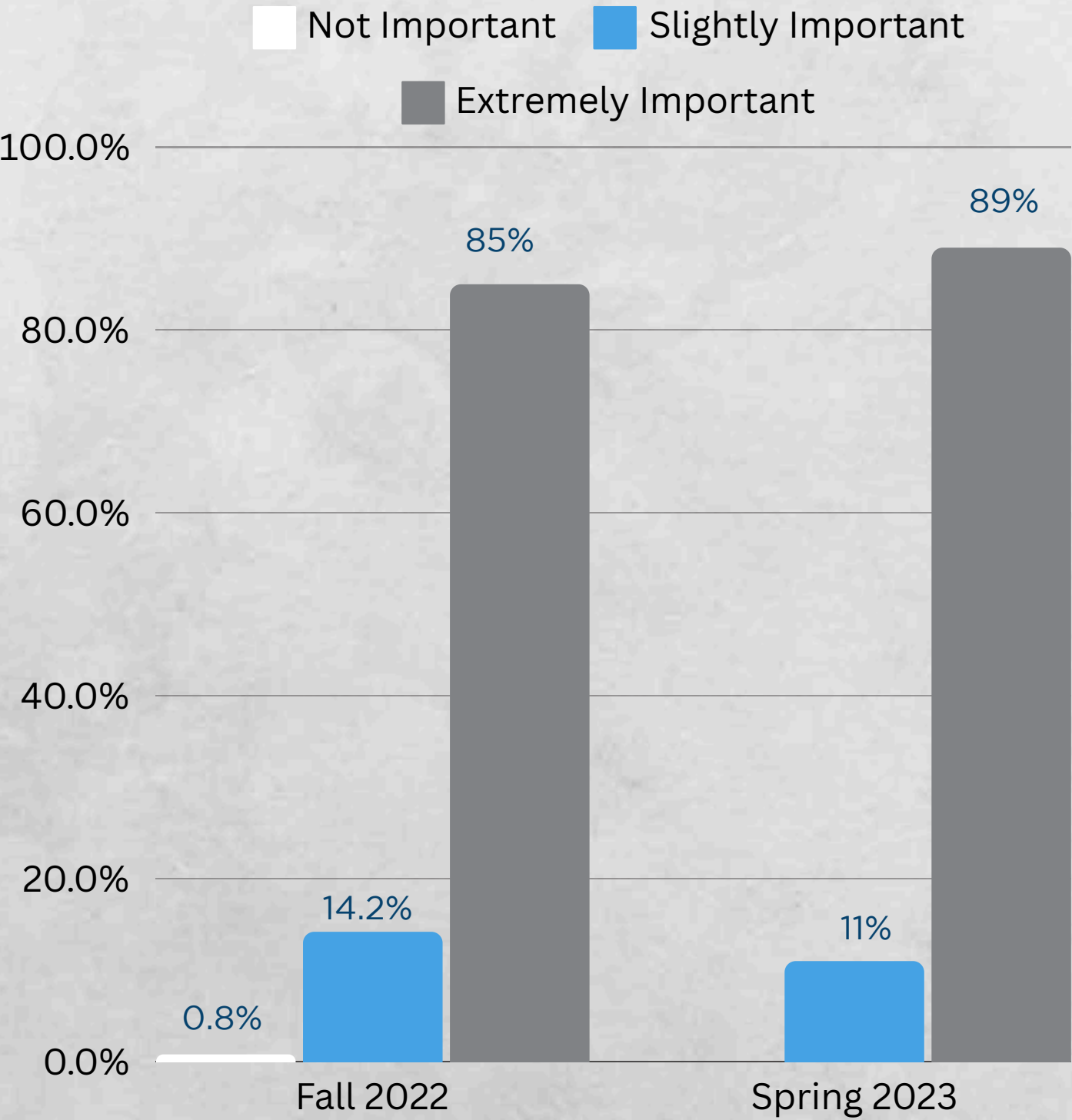
Faculty



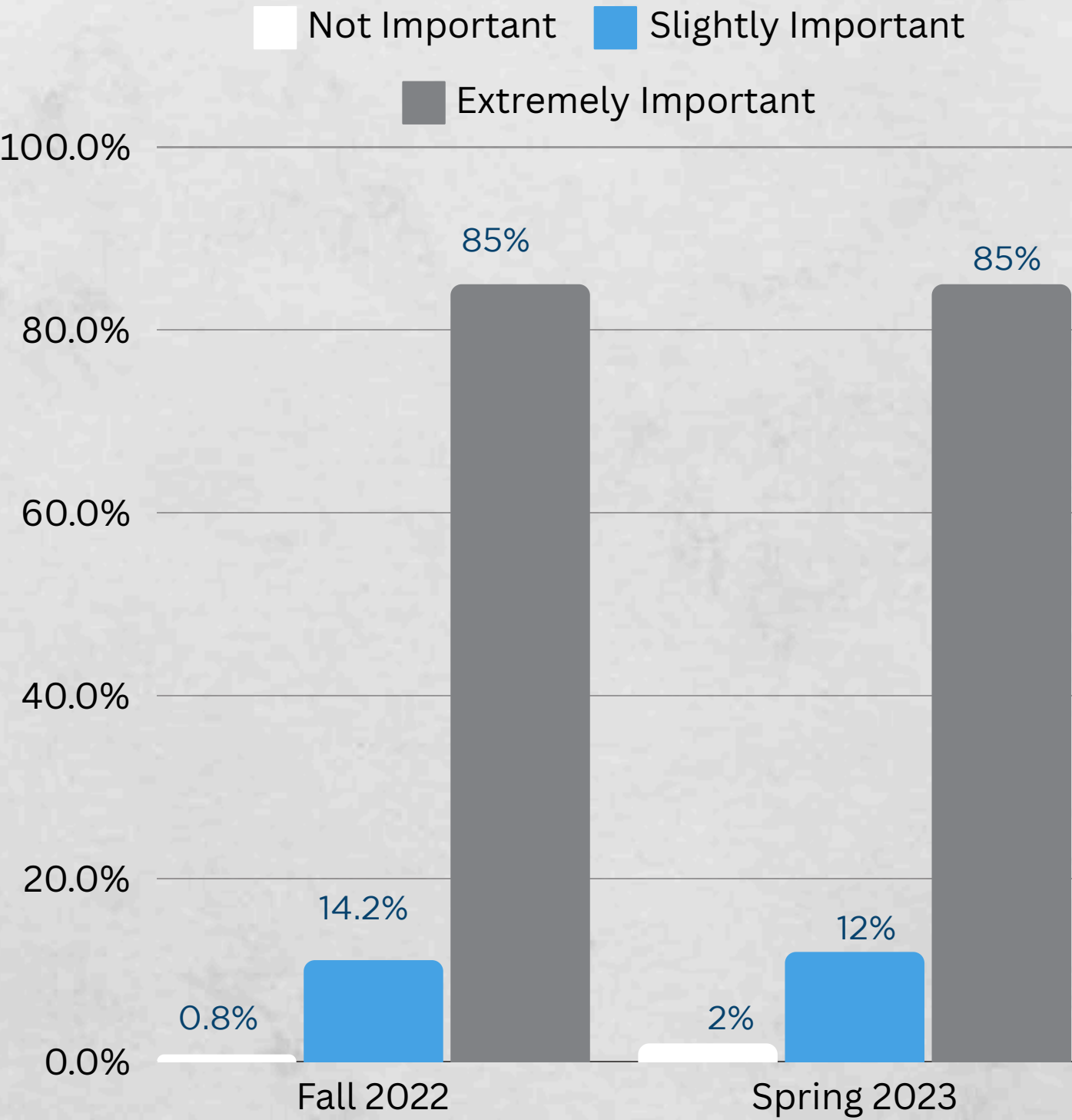
PLEASE RATE THE DEGREE TO WHICH YOU FEEL EXCELLENCE ORGANICALLY OCCURS WITHIN THE CASC WORKFORCE ON EVERY LEVEL OF OPERATION: INTERVIEWING, HIRING, CLASSROOM CONDUCT, TRAINING, COMMITTEE WORK, ETC.



# HOW IMPORTANT DO YOU FEEL IS THE FLEXIBILITY OF THE COLLEGE TO OPERATIONALLY PIVOT IN RESPONSE TO ENVIRONMENTAL CHANGES (SUCH AS COVID), CULTURAL CHANGE DEMANDS (ONLINE OR ASYNCHRONOUS ACADEMIC DELIVERY), AND MORE?



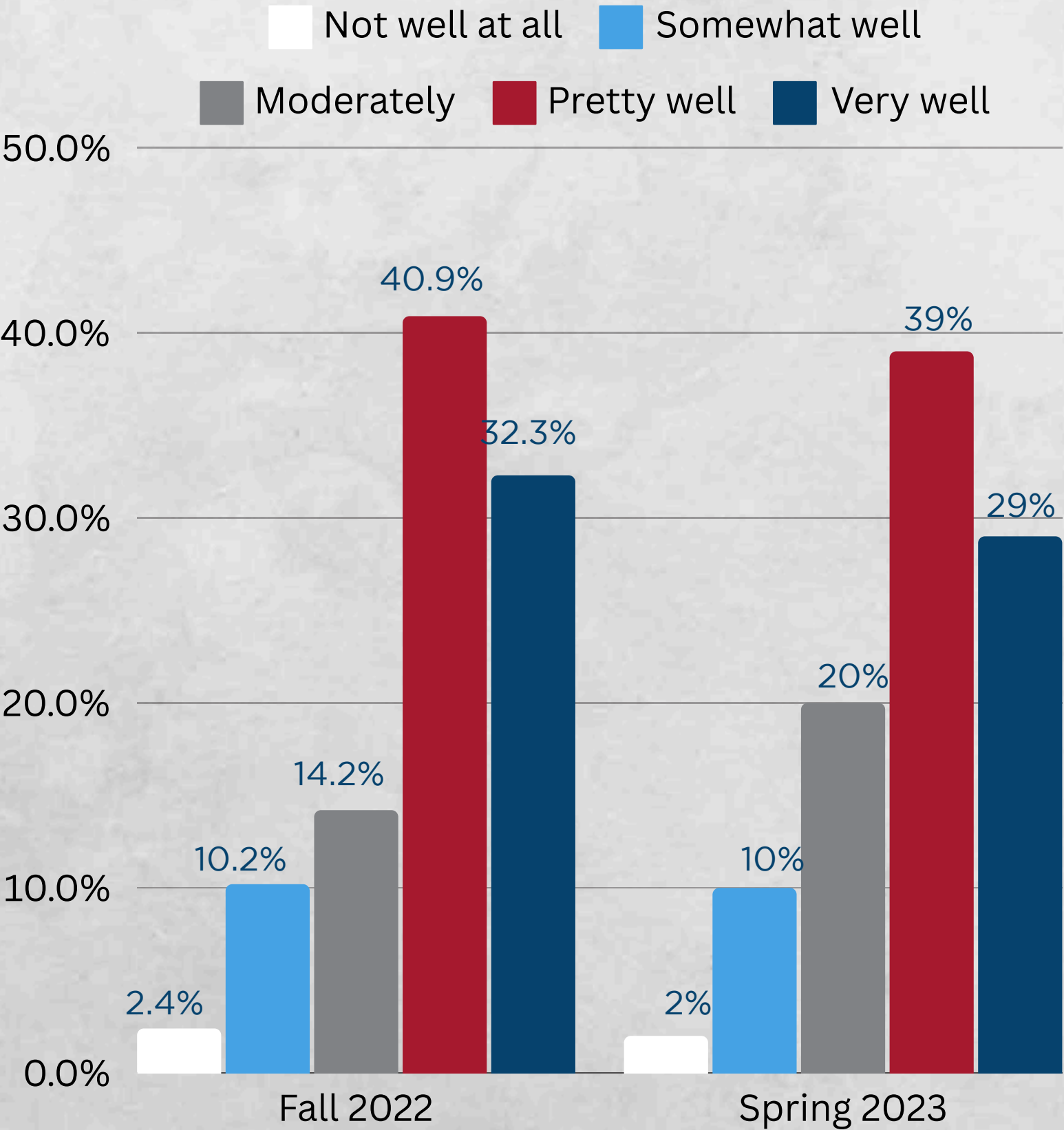
Staff



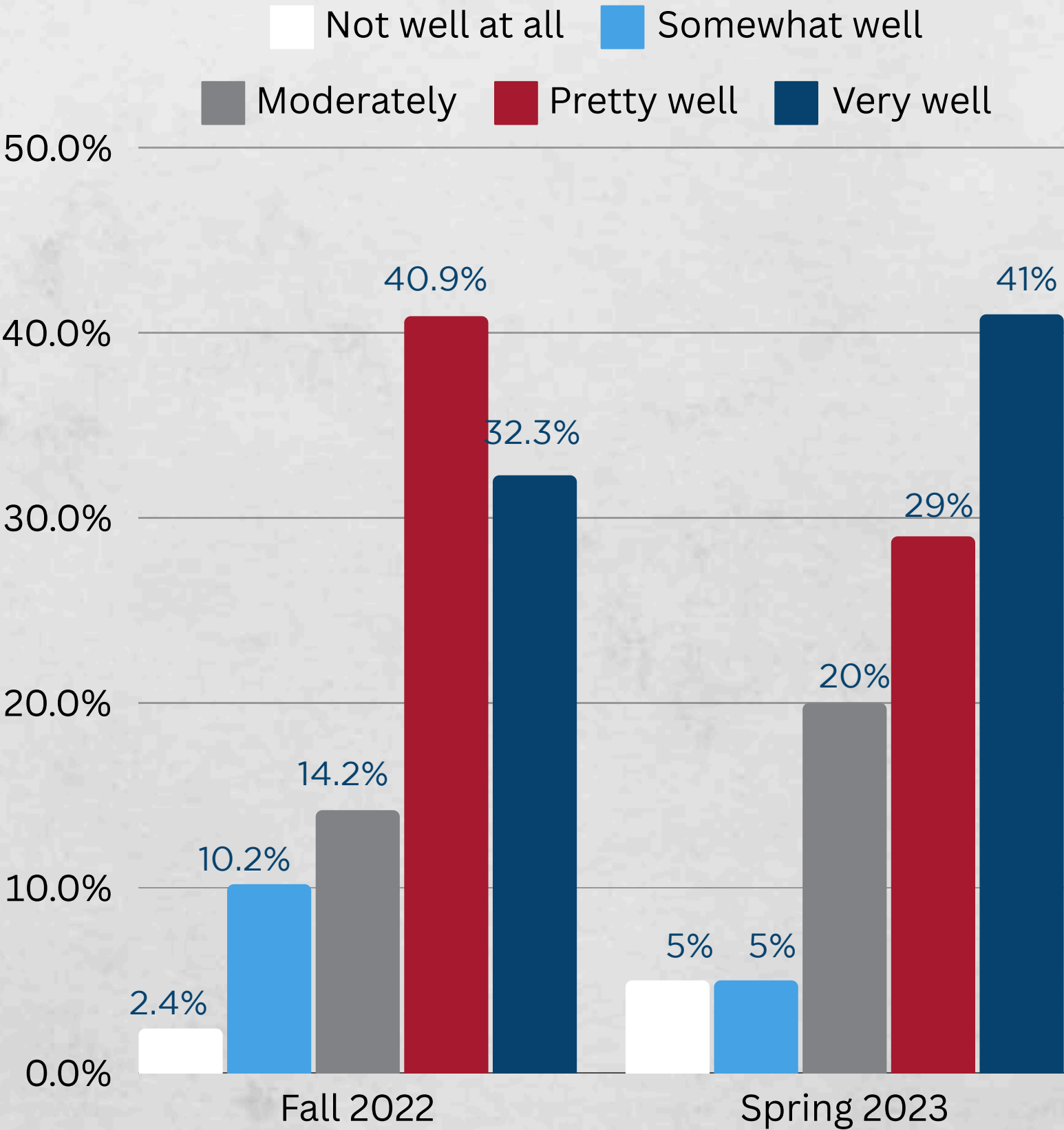
Faculty



# IN YOUR OPINION, HOW WELL DOES CAMPUS LEADERSHIP SET THE TONE FOR AND MODEL EXCELLENCE?

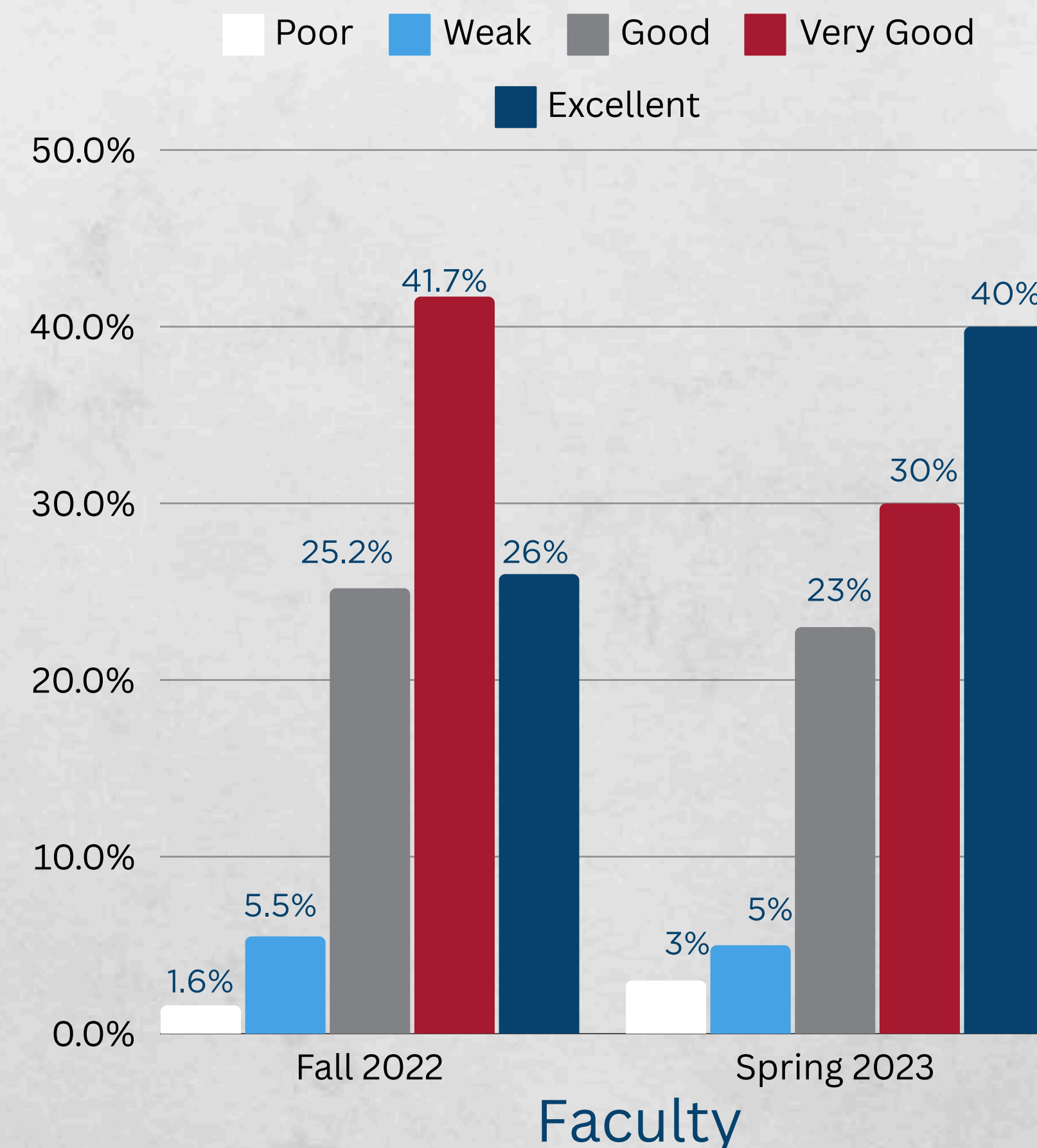
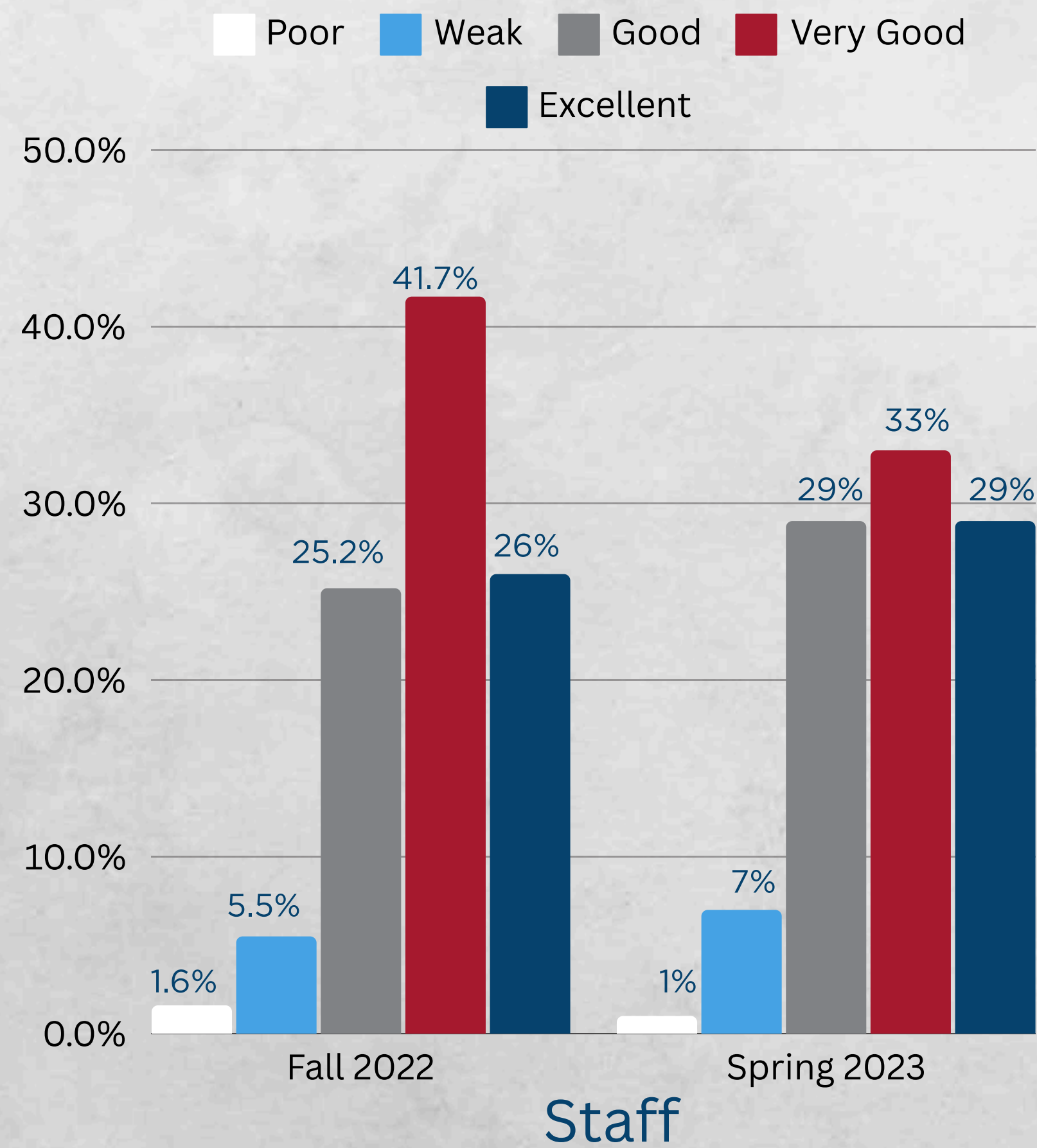


Staff



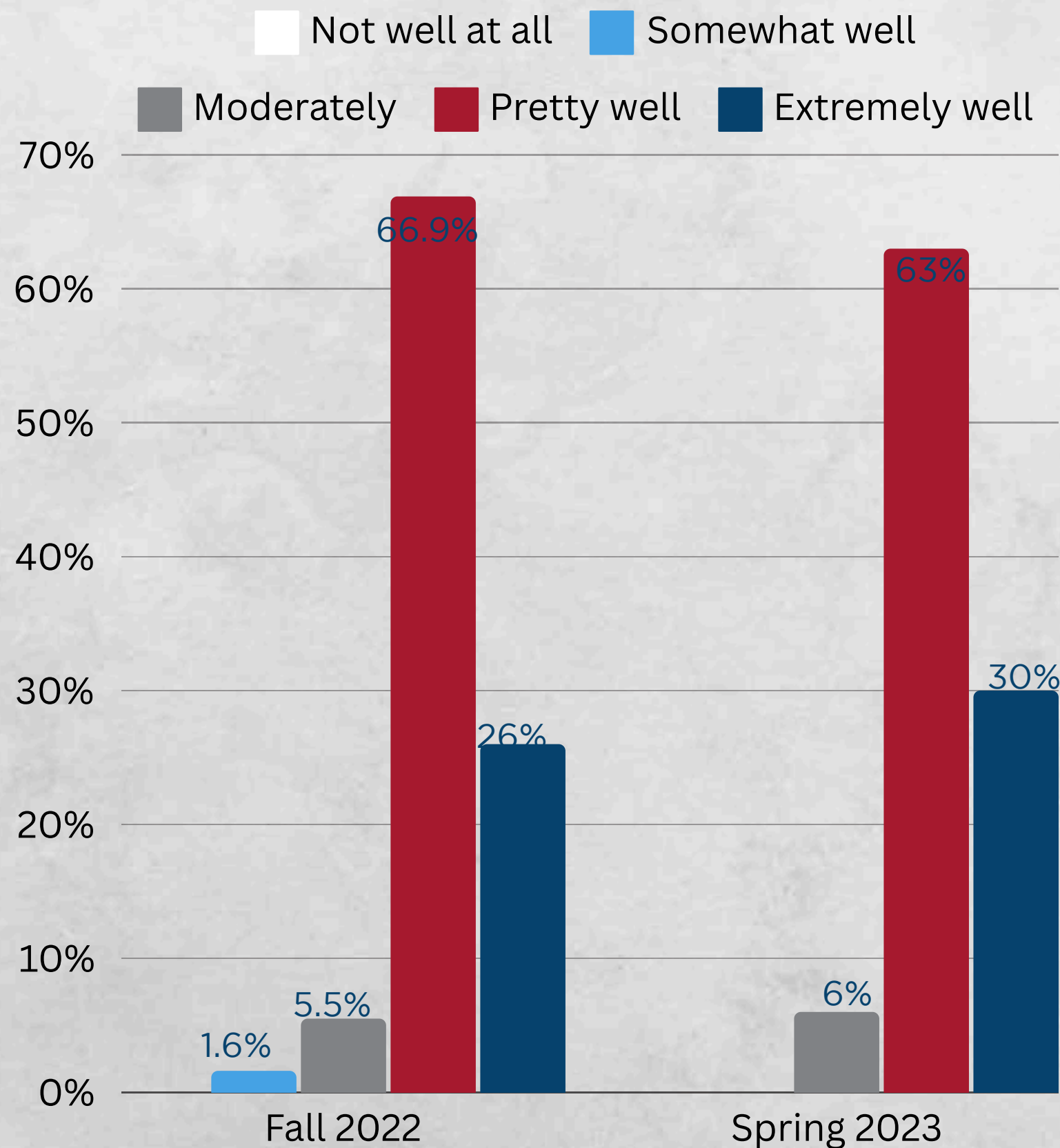
Faculty

# PLEASE RATE, FROM YOUR PERSPECTIVE, THE CAMPUS LEADERSHIP'S FOSTERING OF EXCELLENCE AND HIGH STANDARDS WITHIN THE INSTITUTION.

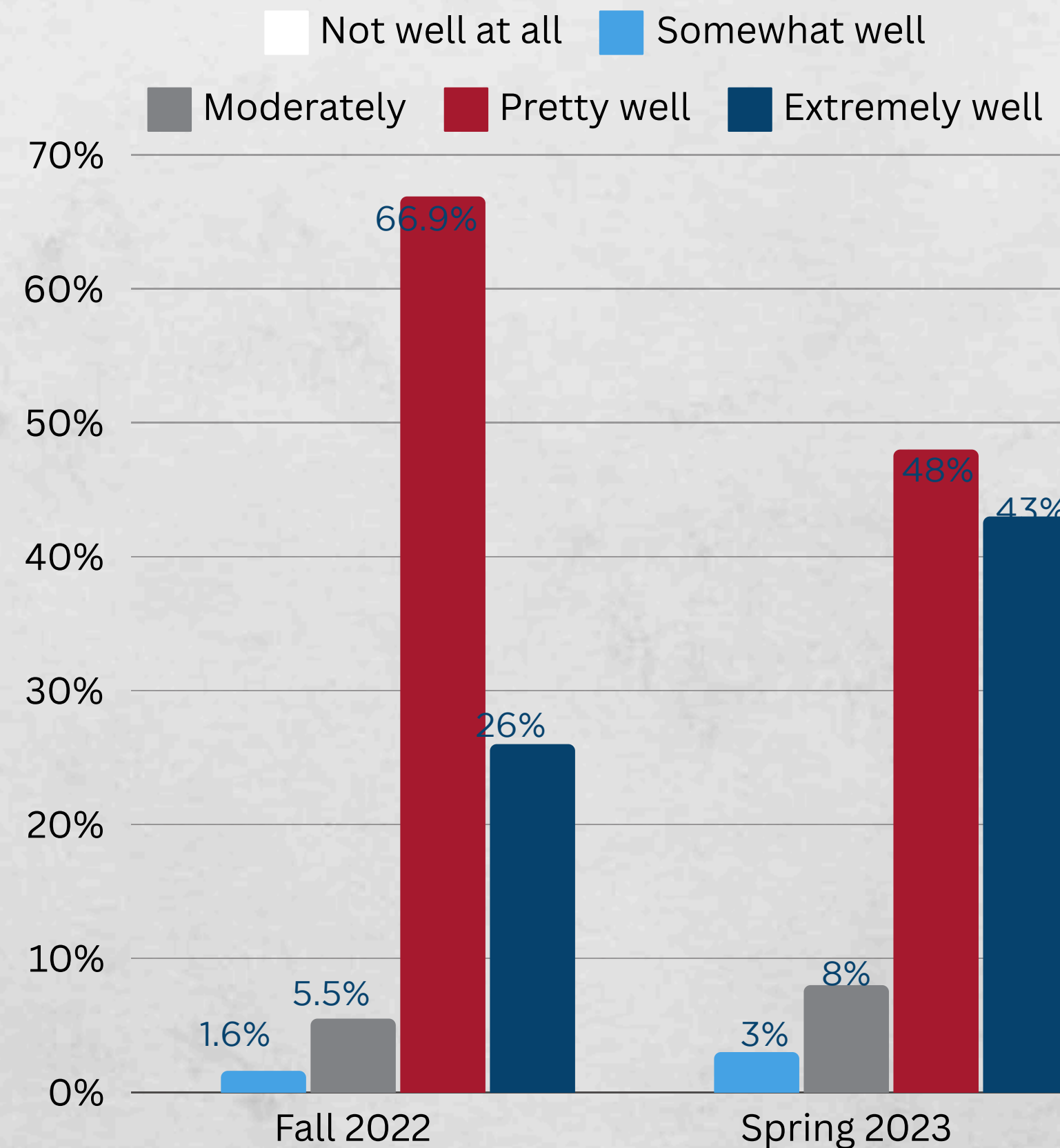




# HOW EFFECTIVELY DO YOU FEEL YOU HAVE COMPLETED YOUR JOB DUTIES WITH EXCELLENCE OVER THE LAST YEAR?

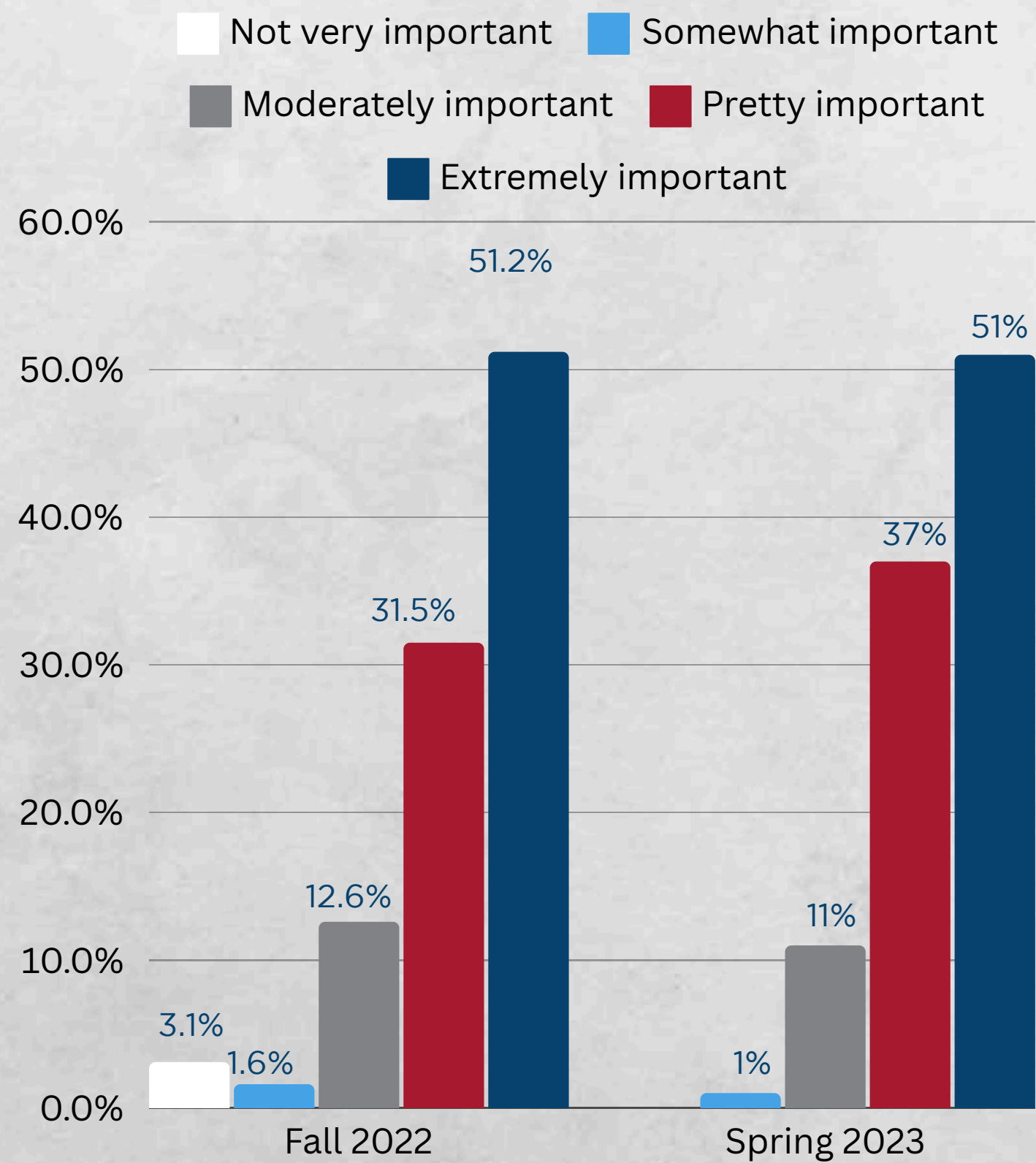


Staff

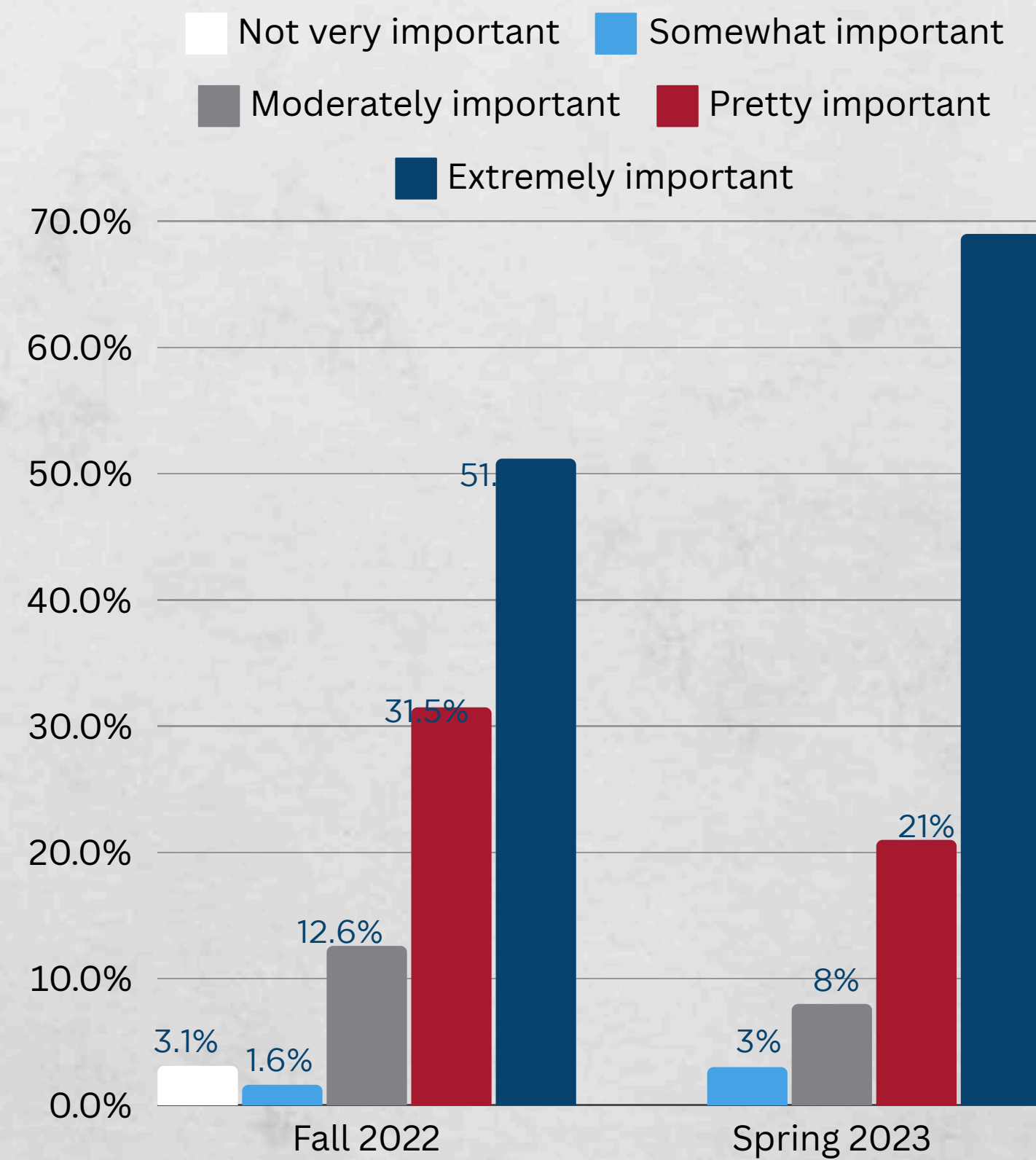


Faculty

# HOW IMPORTANT DO YOU SEE YOUR ROLE AS A FACULTY MEMBER IN THE COLLEGE EXPERIENCE OF OUR STUDENTS?



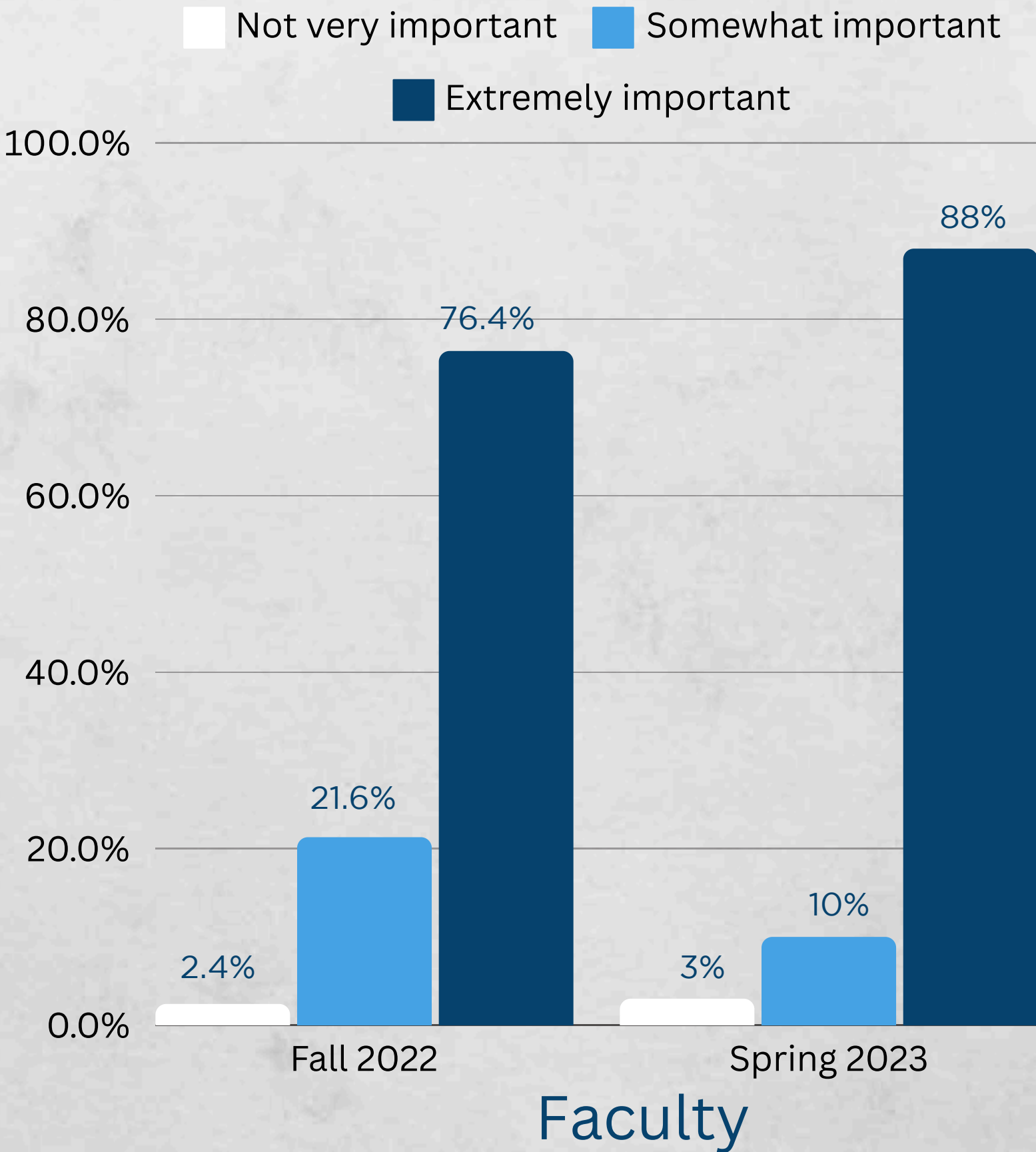
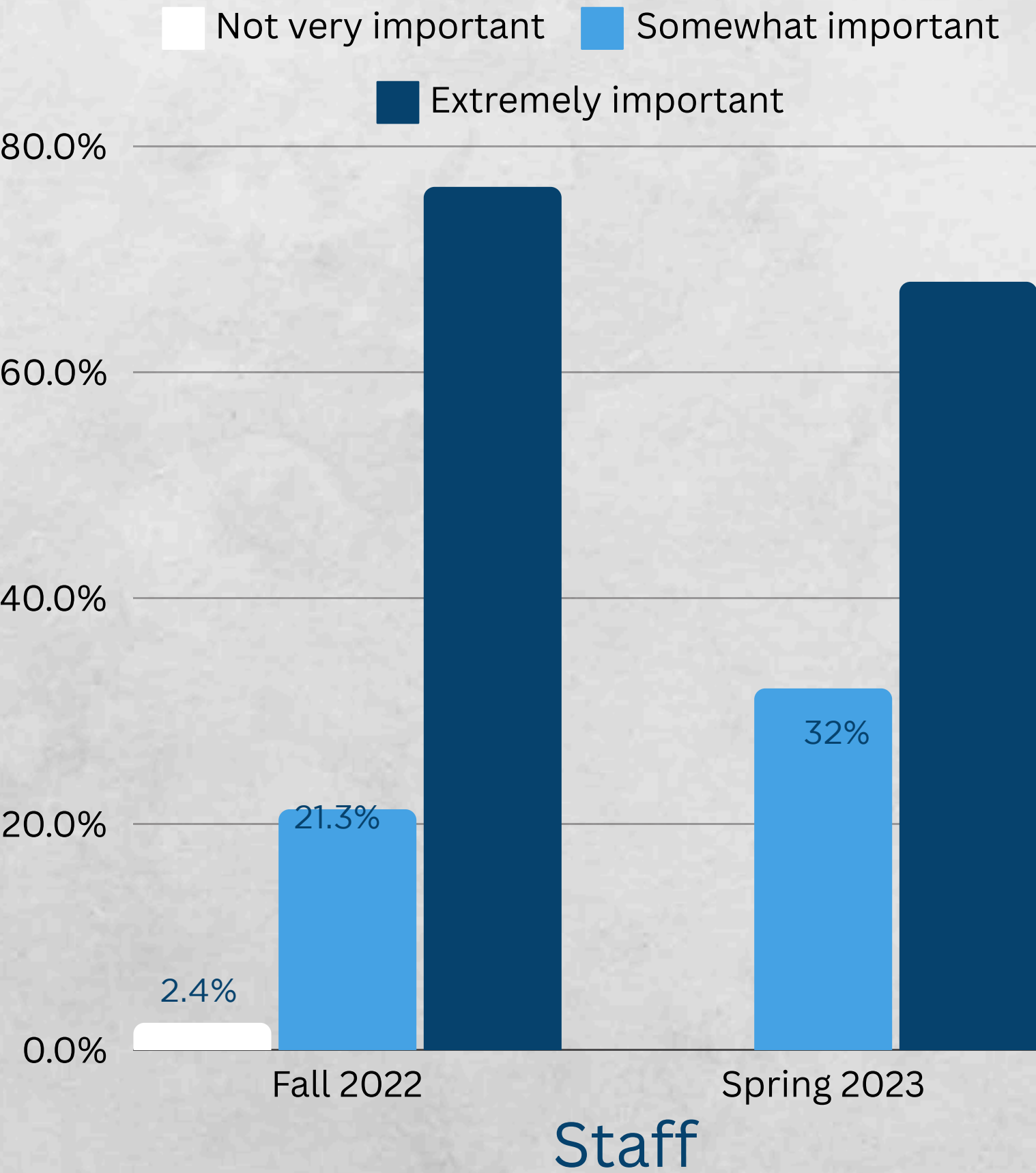
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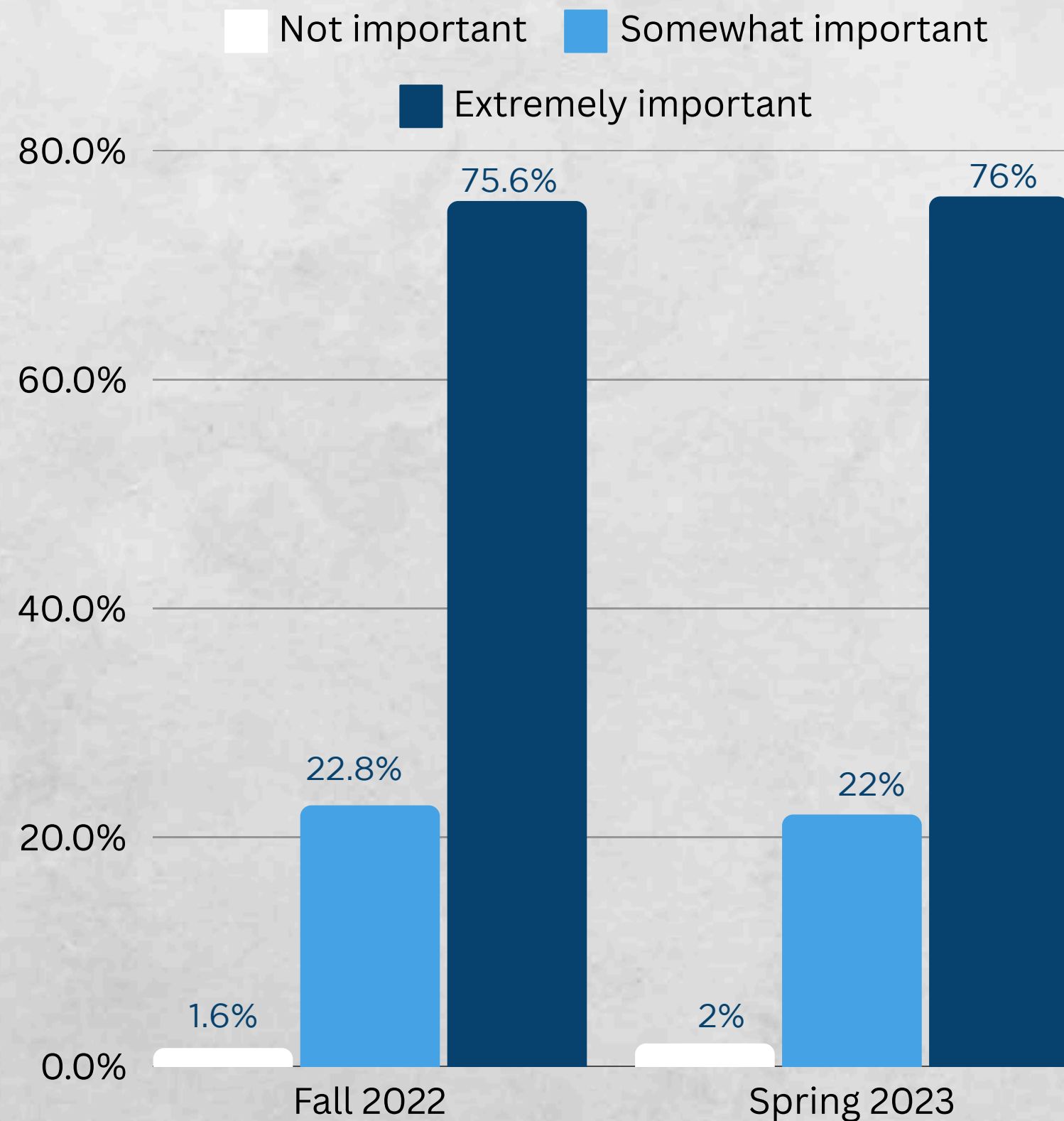
Faculty



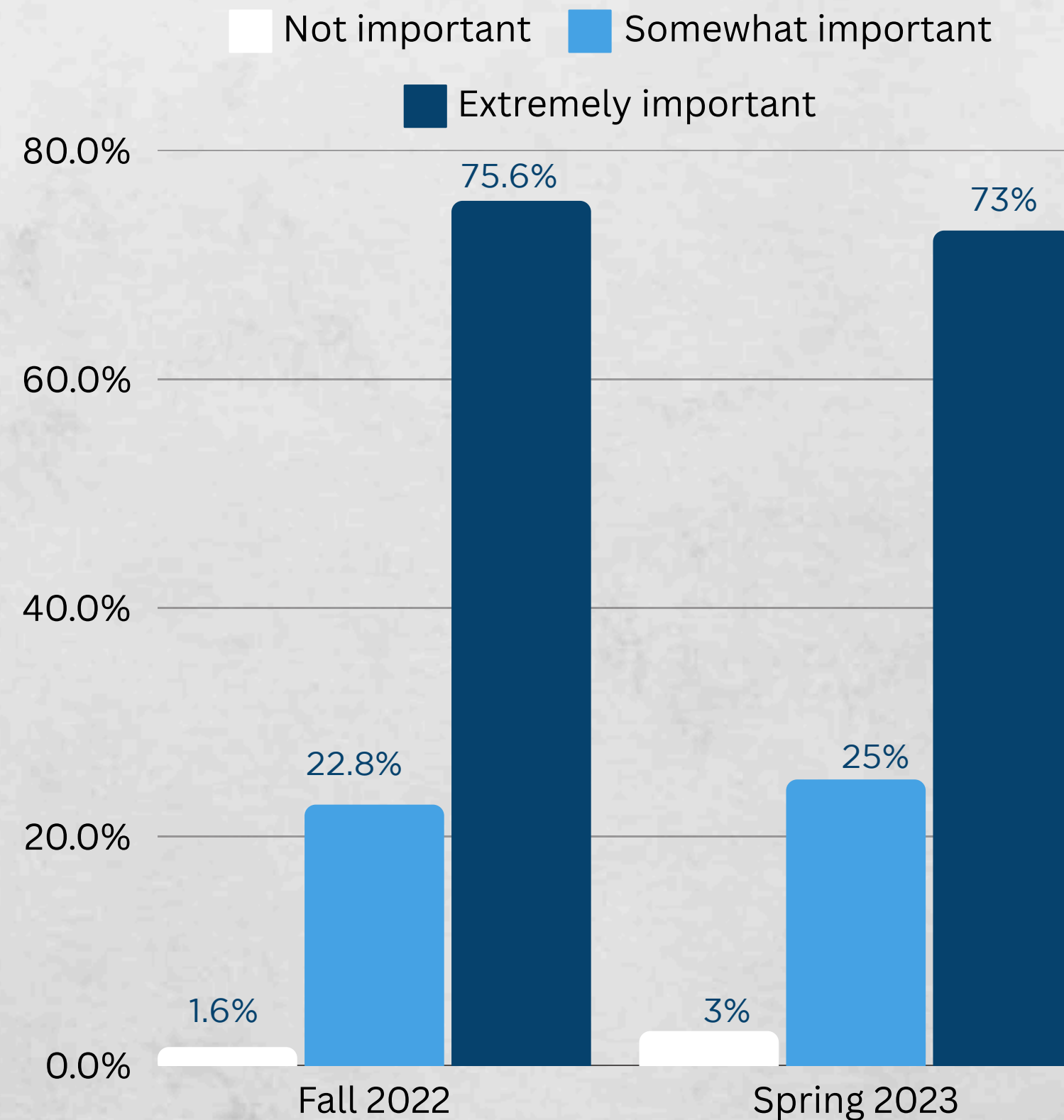
# HOW IMPORTANT DO YOU SEE YOUR ROLE IN CONTRIBUTING TO THE OVERALL PERCEPTION OF CASC AMONG OUR TARGET AUDIENCE?



# HOW IMPORTANT DO YOU SEE YOUR ROLE IN CONTRIBUTING TO THE OVERALL PERCEPTION OF CASC WITHIN OUR SERVICE AREA?



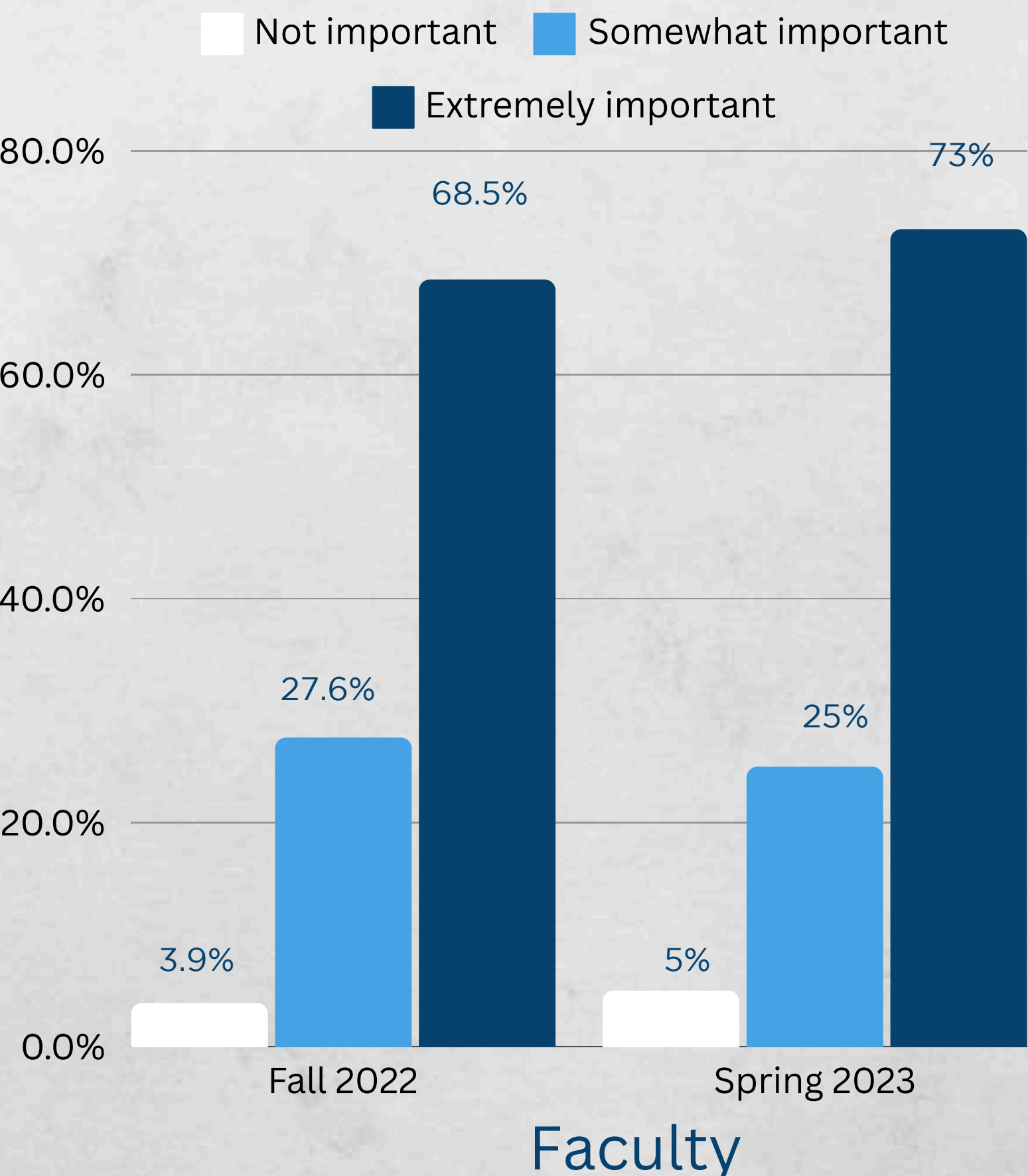
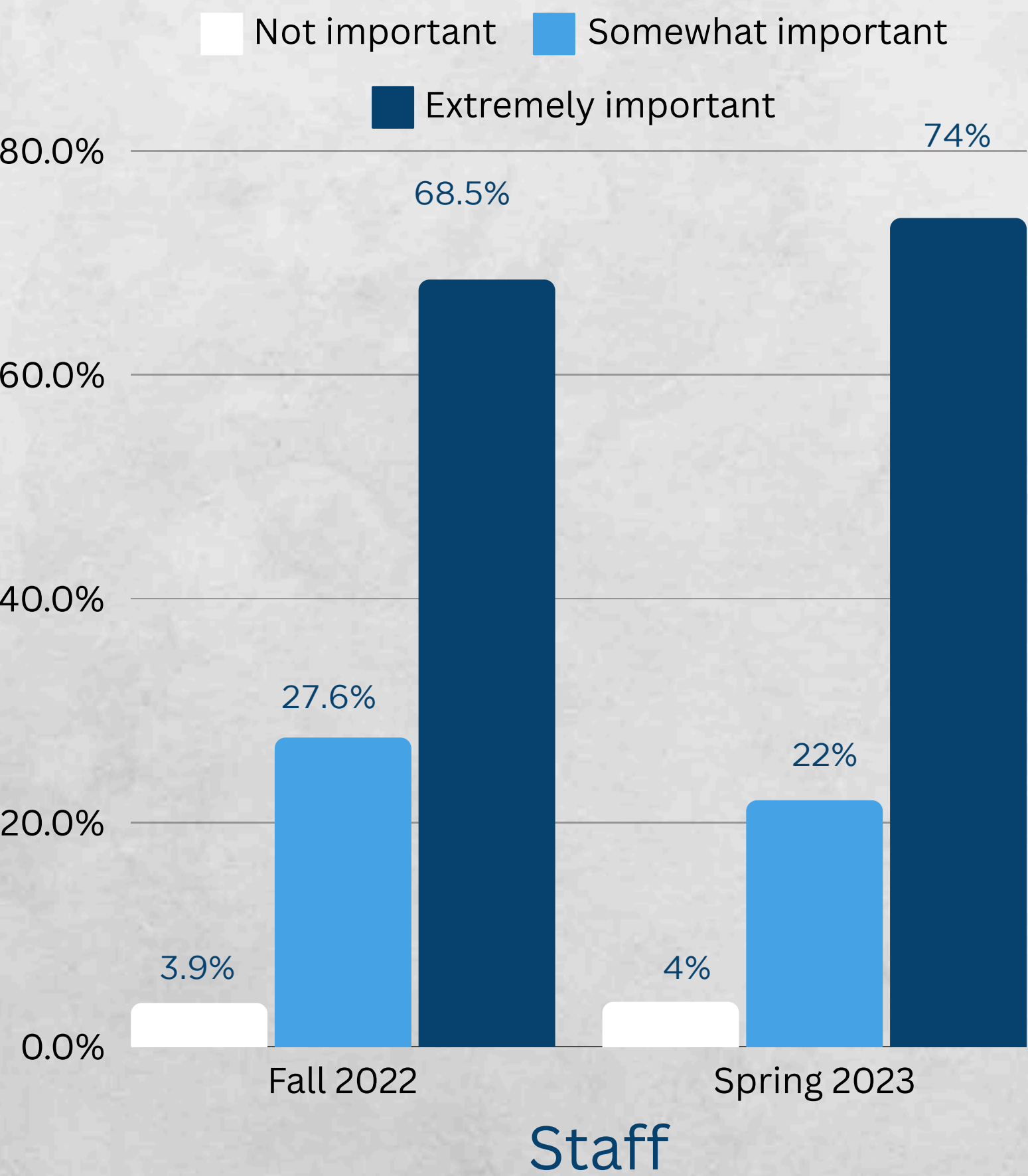
Staff



Faculty



# HOW IMPORTANT DO YOU SEE YOUR ROLE IN CONTRIBUTING TO THE OVERALL PERCEPTION OF CASC AMONG OUR FACULTY AND STAFF?



# **PERCEPTION SURVEY RESULTS**

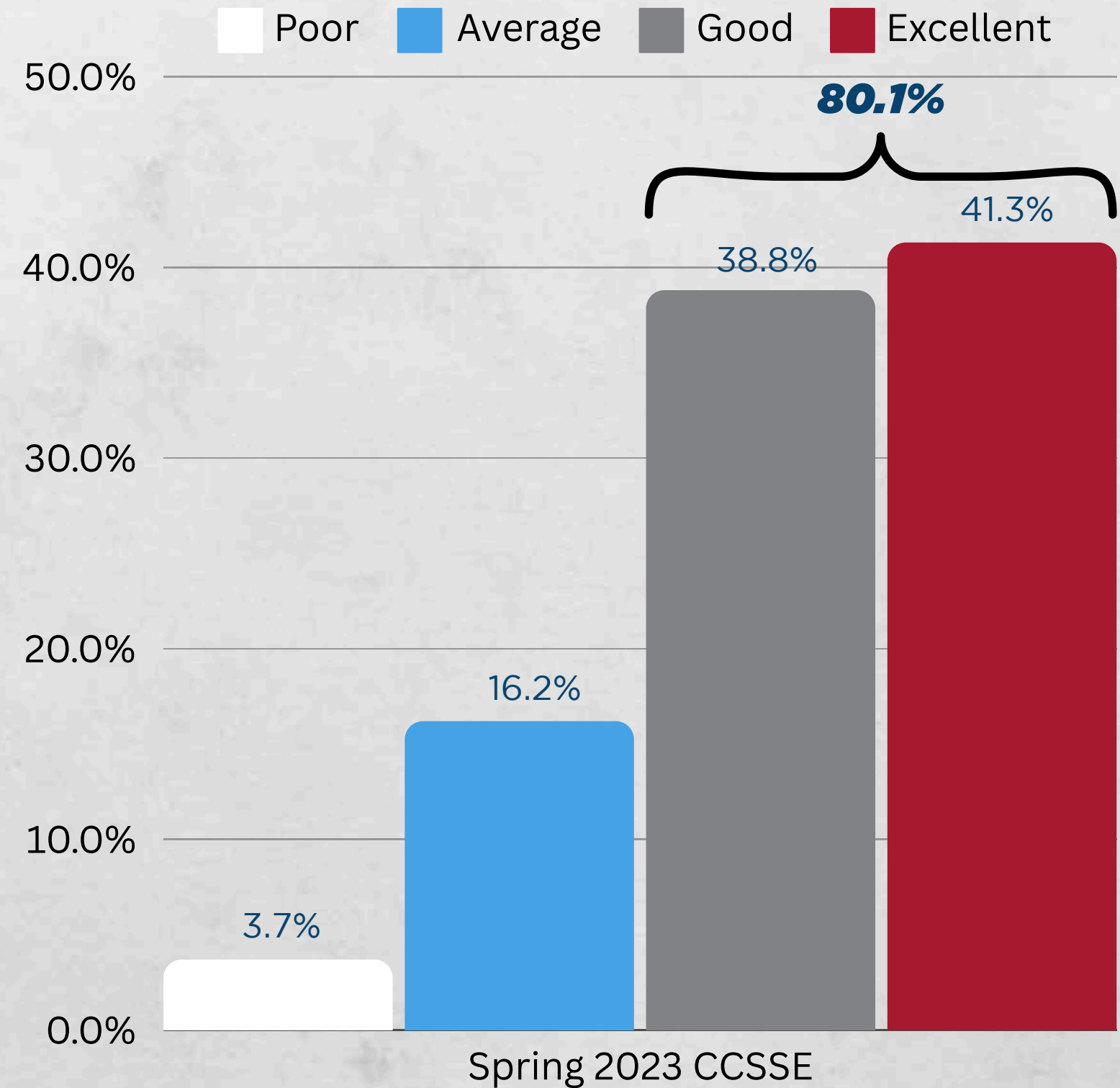
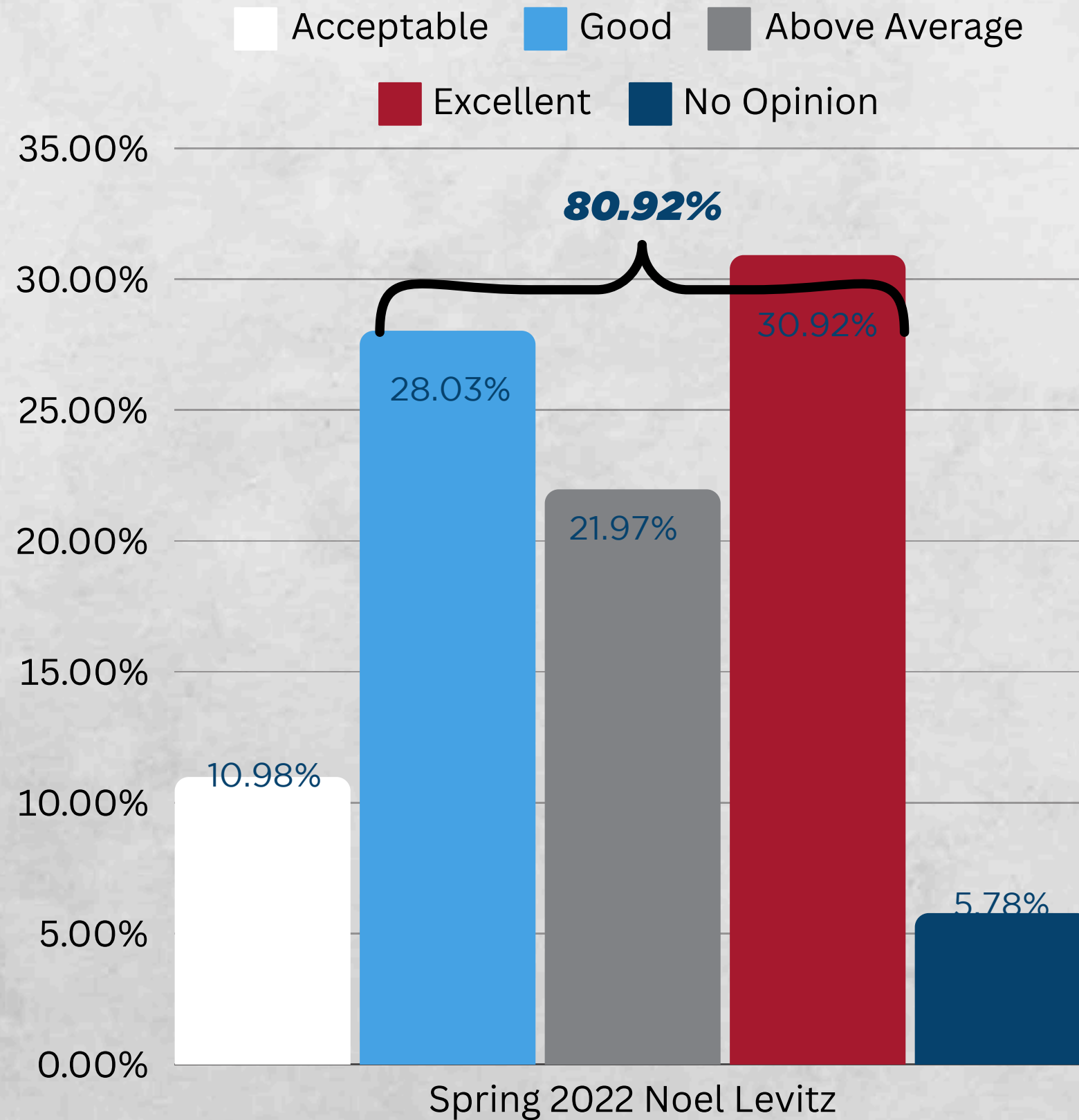
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**DID WE MOVE THE NEEDLE?**

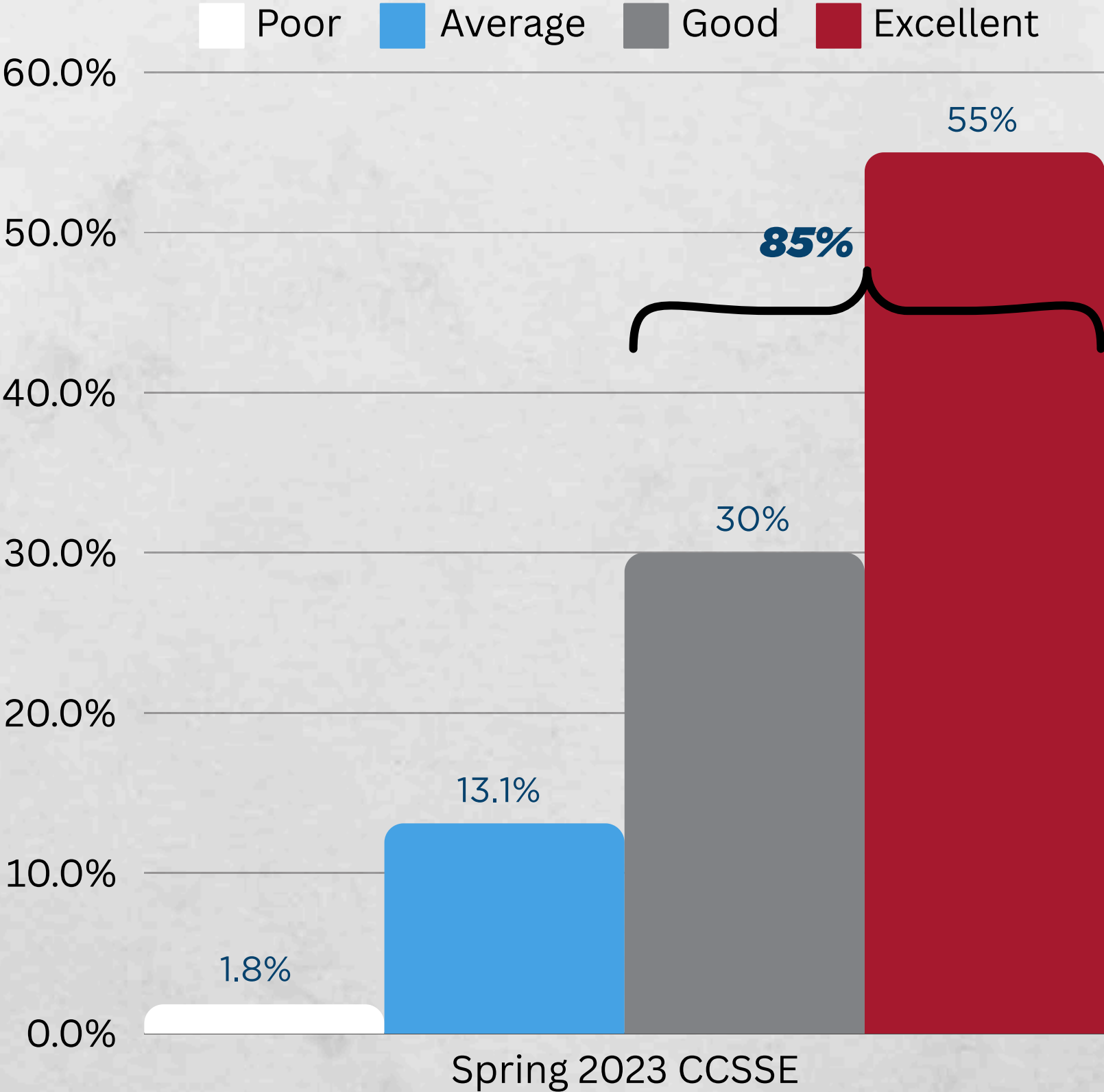
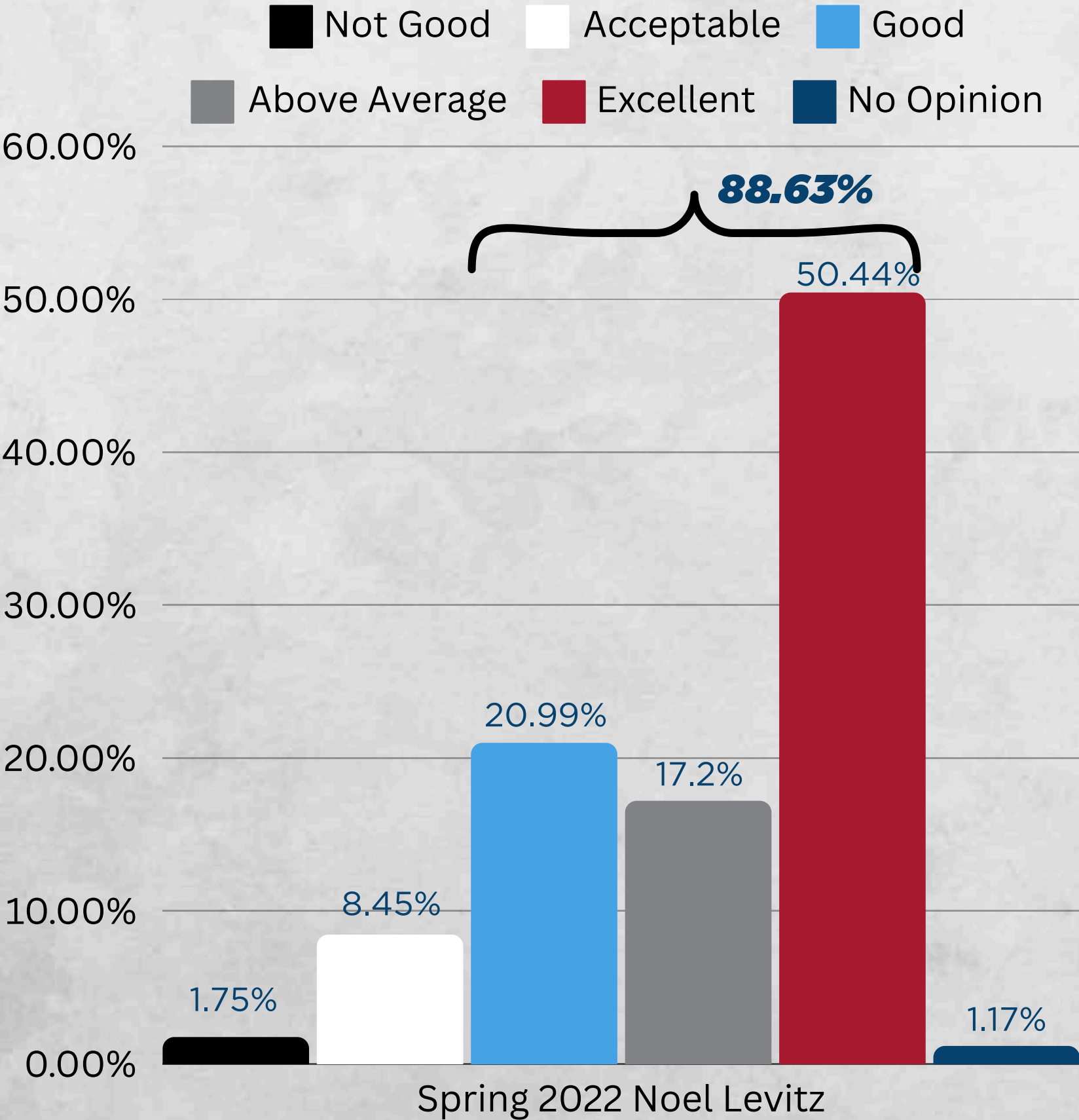


# WHAT WAS YOUR PERCEPTION OF THIS COLLEGE PRIOR TO ATTENDING?

***“Excellent” Rating: 2022 Noel- 30.92% | 2023 CCSSE- 41.3%*** ★



# WHAT IS YOUR PERCEPTION OF THIS COLLEGE AFTER ATTENDING?





# **WINS**

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**WHAT DID WE DO WELL?**

- Regularly implemented faculty/staff surveys
- Implemented BEBAV imagery on campus and on social media
- Created uniform email addresses
- Streamlined business cards and some letterhead
- Instituted athletics style sets and standards
- Created radio ads utilizing BEBAV language
- Completed website remodel
- Implemented BEBAV language in social media posts
- Implemented BEBAV language and feel in all creative projects
- Utilizing survey data and statistics in copywrite when applicable
- Utilizing comparison imagery to illustrate benefits of attending CASC
- Utilizing student/alumni testimonies to influence the consumer

★ ***Improved perception percentage in “Excellence” category by 11 points.*** ★  
30



# OPPORTUNITIES

---

WHERE DID WE MISS THE MARK?

- **Improve syllabi utilization to accelerate the BEBAV message**
- **Incorporate BEBAV into State of the College**
- **Further weave BEBAV into resources such as letterhead, business cards, etc.**
- **Student participation in campus activities**
- **Faculty/Staff perception and ratings**



# ITEMS TO REVISIT/IMPROVE

---

WHAT WE DIDN'T GET  
DONE IN THE FIRST YEAR

1

## Interview Questions

Incorporate BEBAV into interviews.

Explain to interviewees.

Ask questions related to becoming exceptional and remaining that way.

**Add BEBAV to job descriptions.**

2

## Brand Management Training

Yearly Social Media Training

Yearly Brand Management Training, BM Committee

3

## Course Syllabi

Key factor in weaving BEBAV into operations and student life.

Why does it matter to our institution?

How can I incorporate it into my class routine and rhetoric?

4

## Buildings and Amenities

Further contributes to branding efforts and user experience.

Colors, design, signage, etc.

Opportunities to incorporate logos, review designs, etc.

# ITEMS TO IMPLEMENT

---

NEW COMPONENTS



<div>1</div> <div>Video for New Hire Orientation</div> <div>What is BEBAV and why do we have it?</div> <div>How can I incorporate it into my daily work?</div> <div>Why does it matter to our institution?</div>	<div>3</div> <div>Faculty Inservice</div> <div>Key component for faculty to buy into BEBAV.</div> <div>Why does it matter to our institution?</div> <div>How can I incorporate it into my daily work?</div>	<div>5</div> <div>Student Orientation</div> <div>How can CASC aid in shaping my future?</div> <div>How can I become exceptional?</div>	<div>9</div> <div>Student Life Coordination</div> <div>Better-facilitated communication on events and promotion.</div> <div>Student Calendar, Social Media, Push Notifications, and Email</div> <div>Photography Coverage, enhance asset library</div>
<div>2</div> <div>Customer Service Training</div> <div>Why customer service is a marketing touchpoint?</div> <div>How does customer service affect target audience perception?</div>	<div>4</div> <div>Student Awards</div> <div>Integrates BEBAV into student activities, sets and furthers the standard.</div> <div>Student-athlete Awards and Activities</div> <div>Scholar Awards or Activities</div> <div>Phi Theta Kappa</div> <div>Student Support Services</div>	<div>6</div> <div>Institution-wide Presentation Templates</div> <div>Three options for F/S to choose from.</div> <div>Further incorporates our brand and the BEBAV mission throughout the institution and to external audiences. Use BEBAV logo.</div>	