CREATIVITY ON TAP

HOW TO WORK WITH SAEM/AISSL MARKETING

Magan Alfred, Director
malfred@email.arizona.edu
WHO ARE WE?
WHERE ARE WE?
WHO DO WE WORK FOR?

VETS CENTER
BIGGER BETTER BASH, AKA NEW STUDENT CONVOCATION
SALT CENTER
INTERNATIONAL ADMISSIONS
DEAN OF STUDENTS OFFICE
FUND DEVELOPMENT / STUDENT AFFAIRS ADVANCEMENT
SENIOR VP OFFICE: FACULTY FELLOWS, STUDENT FEES, ABOR, PROFESSIONAL DEVELOPMENT, SYMPOSIA
100% ENGAGEMENT

SPRING FLING
INCLUSION AND MULTICULTURAL ENGAGEMENT
FRATERNITY AND SORORITY PROGRAMS
COMMENCEMENT
FRESHMAN ADMISSIONS
EARLY ACADEMIC OUTREACH
NATIONAL SCHOLAR RECRUITMENT
CONTINUING AND PROFESSIONAL EDUCATION
LEADERSHIP AND CAREER EDUCATION

SCHOLARSHIPS AND FINANCIAL AID
FLINN SCHOLAR RECRUITMENT
DISTANCE EDUCATION
NEW STUDENT SERVICES
TRANSFER ADMISSIONS
CAREER SERVICES
OFFICE OF INTERNATIONAL EDUCATION
HONORS ADMISSIONS
OFFICE OF STUDENT ENGAGEMENT
HOW DO WE WORK WITH OTHER MARKETING AREAS?

- **SAEM / AISS**
  - UA BOOKSTORES
  - RESIDENCE LIFE
  - CAMPUS HEALTH
  - CAMPUS RECREATION
  - ARIZONA STUDENT UNIONS
  - THINK TANK
  - ARIZONA STUDENT MEDIA
HOW DO WE WORK WITH OTHER MARKETING AREAS?

- UA MARKETING AND BRAND MANAGEMENT
  - 100% ENGAGEMENT RE-BRAND
  - ADMISSIONS WEBSITE
  - VIDEO, PHOTO
  - FRESHMAN RECRUITMENT RESEARCH
WHAT DO WE DO?
OUR PROCESS

1. Contact
2. Marketing Objective
3. Content
4. Production
5. Feedback
6. Quality Control
7. Repeat
8. Delivery
9. Measure
1

CONTACT

- CALL / EMAIL
- WHO / WHAT
- GIVE US THE SCOOP

Student Affairs & Enrollment Management
Academic Initiatives & Student Success
MARKETING OBJECTIVE

- GOALS
- FORMULATE STRATEGY
3

CONTENT

- KEY MESSAGES
- WRITTEN CONTENT
- PHOTOGRAPHY IMAGERY
PRODUCTION

- DESIGN
- ITERATIONS
- PRINT BIDDING
DESIGN & CONTENT CHECK

FEEDBACK
6

QUALITY CONTROL

› CONTENT PROOFING
› COLOR & PRESS CHECKS
7

IF NECESSARY
GO BACK TO
STEPS 3–6

REPEAT
8

DELIVERY

- PRINTS ON HAND
- SITE IS LIVE
- VIDEO PUBLISHED
MEASURE

DID WE HIT OUR GOAL(S)?
MARKETING PLAN DEVELOPMENT

- RESEARCH
  - FOCUS GROUPS
  - COMPETITIVE AUDITS
  - SURVEYS
  - DATA EVALUATION (I.E. RNL, EDUVENTURES, ETC.)
MARKETING PLAN DEVELOPMENT

- PLAN DEVELOPMENT REFINEMENT
  - MAP OUT ANNUAL MARKETING TACTICS
  - CONTINUOUSLY MONITOR AND REFINE
  - RESPOND TO CHANGES IN LANDSCAPE (I.E. INCREASE APP GEN IN CERTAIN REGIONS)
MARKETING PLAN DEVELOPMENT

- PLAN EXECUTION
  - SUBMIT PROJECTS INTO PRODUCTION
MARKETING PLAN DEVELOPMENT

- MEASUREMENT
  - GATHER FEEDBACK ON KEY TACTICS
  - ANALYZE DATA COLLECTED, TRAFFIC REPORTS, ETC.
DESIGN

- PRINT & PRINT PRODUCTION
- UI/UX
- EVENT EXPERIENCE
- ILLUSTRATIONS & ANIMATION
- PHOTO MANIPULATION & DIRECTION
- NEW MEDIUM
- UA CREATIVE
PHOTOGRAPHY AND VIDEOGRAPHY

- EVENT PHOTOGRAPHY, HEAD SHOTS
- HIGH CONCEPT VIDEOS TO OFFICE OPENINGS TO KEYNOTE ADDRESSES
WEB DEVELOPMENT

- WEB DESIGN
- WEB DEVELOPMENT
- CONTINUED SITE MAINTENANCE
- WEB HOSTING
- DOMAIN REGISTRATION AND SSL/TLS CERTIFICATES
- GOOGLE ANALYTICS
- EMAIL TEMPLATES
- EARLY ADOPTERS OF WEB TECHNOLOGIES
- CONSULTATIONS
IS THERE A COST?
WHAT TOOLS DO WE USE?

- BASECAMP
- BOX
- INVISION
- ADOBE CREATIVE SUITE
- FLOAT
<table>
<thead>
<tr>
<th></th>
<th>November 01 - November 30, 2016</th>
<th>December 01 - December 31, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available Hrs.</td>
<td>1,672</td>
<td>1,496</td>
</tr>
<tr>
<td>Scheduled Hrs.</td>
<td>190.5</td>
<td>137</td>
</tr>
</tbody>
</table>

- **Scheduled Hrs.**
  - November: 190.5 (11%)
  - December: 137 (9%)
WE’RE YOUR RESOURCE!
TAKEAWAYS

- WE’RE PARTNERS TOGETHER
- THERE’S A PROCESS
WHAT NEXT?

- PHOTO/VIDEO
- USING BASECAMP – TIPS AND PITFALLS
- EXECUTING THE UA BRAND
- MARKETING STRATEGY
- COPYWRITING / CONTENT STRATEGY
- WEB DESIGN / DEVELOPMENT
- MARKETING CASE STUDIES
- WHAT ELSE?
QUESTIONS?

Visit us at marketinghub.arizona.edu