

## GOAL TWO

**By 2001, the University will have an effective marketing plan that promotes greater exposure of its departments and programs.**

<b>INITIATIVES</b>	<b>ACTIONS</b>	<b>PRIMARY RESPONSIBILITY</b>	<b>OVERSIGHT</b>	<b>STATUS AS OF 9/25/02</b>	
1. Develop an effective marketing strategy for the University.	1. Define the customer base	Assoc. Provost;Action Team;Mktg Adv. Committee	Exec. Council, President	In process	
	2. Define target areas for recruiting.	Assoc. Provost;Action Team;Mktg Adv. Committee	Exec. Council, President	In process	
	3. Research and select recruiting methods considered to be most effective.	Assoc. Provost;Action Team;Mktg Adv. Committee	Exec. Council, President	In process	
	4. Determine measures of effectiveness.	Assoc. Provost;Mktg Adv. Committee	Provost	Assessment assigned to Assoc. Provost	
	5. Appoint a manager to be responsible for oversight and coordination of al marketing and recruiting efforts for the Weatherford and Sayre Campuses.	Assoc. Provost;Mktg Adv. Committee	Provost	Completed	
	6. Broaden the customer base.	Assoc. Provost;Mktg Adv. Committee	Provost	In process	
	7. Identify core benefits of attending SWOSU.	Assoc. Provost;Mktg Adv. Committee	Provost	Completed	
	10. Define target areas for marketing.	Assoc. Provost;Mktg Adv. Committee	Provost	Completed	
	11. Employ outside consultants to assist in marketing the University.	VP Admin & Finance;Provost	President	Completed	
	12. Establish a presence in the state.	All SWOSU employees	President	In process	
	2. Improve the University's Web site to make it more appealing to the public and potential students.	1. Assign departmental webmasters to work as an advisory council with the University's Webmaster to redesign the Web site.	Assoc. Provost;VP Admin & Finance	Provost	In process
		2. Obtain input regarding the University community's attitudes about the Web site's designs both before and after modifications.	Dir., Public Inf.;Mktg.Adv.Committee	Provost/President	Completed

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	3. Assign budget unit webmasters to work with the University Webmaster to redesign the Web site.	Assoc. Provost, VP Admin & Finance	Provost; President	In process
	4. Require each academic unit to have a functioning Web page that lists all requirement for the specific degree plan.	COD, Assoc. Provost	Provost	Completed; routinely updated
	5. Collect additional data that show specific use of the Web site.	Webmaster	Assoc. Provost	Ongoing
3. Increase the number of scholarships and communicate their availability to potential students.	1. Review present availability of scholarships and how the information regarding them is communicated to students.	Scholarship Committee	Exec. Council	In process
	2. Devise a plan for increasing scholarship availability and the communication processes.	Scholarship Committee	Exec. Council	Completed
	3. Establish minimum standards for each level of scholarship and guarantee a scholarship to students who meet those standards.	Scholarship Committee	Exec. Council	Completed
	4. Develop a booklet or CD that describes SWOSU scholarships and distribute the information to counselors and other key people.	Scholarship Committee	Exec. Council	In process
	5. Establish minimum standards for transfer students and guarantee a scholarship to students who meet those standards.	Scholarship Committee	Exec. Council	In process
	6. Offer financial assistance to students who have a proven record of strong leadership skills.	Scholarship Committee	Assoc. Provost	In process
4. Improve job placement services and communicate this success to potential students.	1. Continue to upgrade the services to students. Document and communicate job placement successes to those responsible for recruiting.	Career Services	Assoc. Provost	In process

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	2. Expand the database to include placement information for all SWOSU graduates.	Career Services, Academic Units	Assoc. Provost	In process
	3. Provide on-line resume recruiting services.	Career Services, Academic Units	Assoc. Provost	In process
	4. Provide employment information workshops for students and faculty advisors.	Career Services, Academic Units	Assoc. Provost	In process
	5. Expand existing career fairs.	Career Services, Academic Units	Assoc. Provost	In process
5. Enhance the promotional efforts of the Admissions, Public Information, Development and Alumni, and President's offices.	1. Appoint an enrollment manager to be responsible for oversight and coordination of all the marketing and recruiting efforts.	Exec. Council	President	Responsibility assigned to Assoc. Provost
	2. Establish an advisory council for marketing management that is composed of Action Two team members.	Assoc. Provost	Exec. Council	Completed
	Appoint an advisory committee for marketing to review marketing and promotional efforts.	Exec. Council	Provost	Completed