Structuring your office to support IMC

Ms. Jaime Hunt
Chief Communications and Marketing Officer
Winston-Salem State University
Presentation Agenda

• Why should you listen to ME?
• Why should you LISTEN to me?
• OK. I got it. How do I do that?
• Six ideas you can steal and take to your university and inspire awe and wonder.
• Questions?
What the heck do I know?

• Part of UW Oshkosh’s award-winning transition to an IMC model
• Used the principles of IMC to establish Radford University’s digital marketing strategy team
• Lead Winston-Salem State University’s transition to an IMC model
The Why

• Higher education is becoming increasingly competitive.
• At the same time, resources are getting increasingly pinched.
• An inconsistent message negatively impacts recruitment and retention.
• Students have high expectations.
• Never before have there been so many tools to control our own reputations.

The Sum is Greater than the Whole of the Parts
What is IMC?

The American Marketing Association (AMA) defines integrated marketing communications (IMC) as "planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time."
IMC in a nutshell

• customer-focused
• data-driven
• coordinates decentralized units
• integrates communications channels
• builds relationships with our audiences
• ensures consistency of messaging and visual identity
The Traditional Model
What’s Wrong with That?

The Silo Effect

“Not my job”

Lack of clarity

Inconsistent messages

Ineffective

“I had no idea”

“Who do I talk to?”
What do you need to do?

• Rethink EVERYTHING.

• Look at skills, not job titles.

• Think of yourself as a consultant or an in-house agency.
Take a look at skills

Old Way of Thinking

John Doe
Media Relations Specialist

• Writes news releases
• Works with reporters to pitch stories
• Works with publications to find pitches that fit their editorial calendar
• Covers events

New Way of Thinking

John Doe
Communications Specialist

• Good news AND features writer
• Really good at relationship building
• Understands social media
• Extremely detail oriented
• Background includes copywriting
Questions to ask?

• Who is being underutilized?
• What skillsets does each member of the team have and how can they be realigned?
• Who needs additional training to move into a new or enhanced role?
• How can you harness people’s strengths?
• Who would be most invigorated by a new role?
• Who is going to be most resistant to change?
Rethinking Projects

An IMC approach works to UNITE marketing and communications efforts and BREAK UP silos.

To be successful, everyone needs to be “in the loop” on projects.

Cross-team collaboration is essential.
No. 1 Question

Does this support our brand?
Plan, Act, Access, Improve

Plan:
- Define the goal
- Determine the tactics
- Establish the metrics

Act
- Implement the plan

Assess
- Analyze the results
- Evaluate the progress
- Identify lessons learned

Improve
- Take action based on the analysis
A new vision

Project A: Full Campaign
- Print brochure
- Website splash page
- Social media posts
- Short video
- Press releases
A new vision

Project B: Digital Campaign
- Website
- Social media posts
- Emails
Ideal org chart?
6 Ideas You Can Steal

- Account liaison system
- Project management system
- Online toolbox for campus communicators
- Brand and Story Champions
- Training/Collaboration sessions
- Brand review process
Account Liaisons

- Serve as first contact for questions and/or brainstorming
- Assist in the steps to schedule a project
- Inform client of who will be managing his/her project
- Meet with client on a regular basis to determine short-term and long-term marketing communication needs, goals and strategies
- Become an extension of the client’s staff

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Account Liaisons

- Think of Account Liaisons as a department’s designated consultant.
- When liaisons don’t know the answer, they work with others to find one.
- You want phone calls. Lots of phone calls.
Project Managers

• A single point of contact that oversees their entire project
• Uses a comprehensive creative brief and project management tool
• Defines project goals and deliverables
• Incorporates proper brand identity and messaging while meeting client goals
Online Toolkit

• Service requests
• Event submission
• Check-out items (banners, camera)
• Print templates (posters, brochures)
• Brand guidelines
• Blog
• Media resources
• Faculty resources
Brand Ambassadors

Our Brand Champions

Who shapes our University’s reputation?

Every one of us!
In every interaction we have on campus, in our community, or in our region and beyond, each of us has a chance to contribute to and “live” the University brand. When we deliver on our brand promises, reflect the brand personality, and reinforce and support the brand attributes, we shape UW Oshkosh into what we want it to be, in our own eyes and in the eyes of our broader communities.

We are all brand champions.
Recognize these folks? They’re members of our campus community, and they champion our brand every day. Each has a unique ability to positively impact the perception of our institution. You do, too.

Pictured left to right:
Suzanne Mannochio
Associate Professor of Nursing
Bea Marie Contreas
Director, Financial Aid
Quincy LeGrant '04
Admissions Counselor
Assistant Football Coach
Chloe Hanes
UW Oshkosh Student Class of 2012
William Wolfelt
Professor of Chemistry
Cindy Schultz
Academic Department Associate
Rick VanDenbore
HelMC Supervisor
Guadalupe Salinas
PreCollege Programs Coordinator
Dolores Gray Patton
Assistant Dean of Students

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Brand ambassadors

**Mission & Values**
Communicating authentically and in alignment with the university’s mission and values.

**Distinctiveness**
Leveraging the brand consistently to effectively communicate the distinctiveness of the university.

**Authentic Representation**
Demonstrating strategic, collaborative and authentic representation of the university’s brand within their division or unit.

**Integrated Marketing Strategy**
Supporting the university’s integrated marketing and communications strategy.
Training and collaboration

• Workshops:
  • Content strategy
  • How to conduct a content audit
  • Best practices in social media
  • How to work with IMC
  • How to get news coverage

• Monthly “Social Media Administrators Group” brown bags.

• “Open House” session
Brand review

- Mandatory process
- All external communications
- Follows brand guidelines
- Effective for audience
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