

## SESSION I – GROUPS E-H

### INTERNAL/EXTERNAL MARKETING AND CAMPUS IMAGE

#### 1. What can alumni do to assist in promoting UNC?

##### Discussion Items:

- Partnering with Residence Life – mentorship
- Engage principals and teachers to tell our story with high school students
- Advocates at career days and more connected with schools
- Contact applicants that are interested in programs
- Educating alumni about what is going on at UNC
- Targeted by association to a certain program
- UNC graduates across the States can be used as hosts at various conferences.
- What can UNC do to get the alumni interesting in helping at UNC?
- What is UNC currently doing?
- Raising the UNC flag isn't working here (e.g. Let's get together and have a good time).
- Instead alumni could be #1 group of recruiters – especially teachers, etc. Engage them in something that is significant and that matters. Let them hear the wonderful things that are happening so that they can go out. Need to disseminate "We are the best in ...". Especially get out information about education. Also get items on the teacher alumni's desks – UNC logo items, lapel pins, etc. A lot of good things to say about UNC's education program.
- At another university the alumni had a yearly program with Alumni continuing education "day" on Friday, alumni tours, class reunion dinners, etc.
- Help in dispelling myths about community. Bedroom image, smell...
- Outreach to HS students...Points of pride that are community oriented. Talking points, even before the graduate. Provide information and statistics. Build in pride for Alumni of the institution.
- Promote student alumni association...
- More than the image of the university wants their money (in reference to the alumni center)
- At my former institution, the alumni center calls to use me to reach out to students in Colorado. It is nice they don't call me for money.
- Perception that alumni events are fundraisers
- Are you willing to go out and talk to students ...give points of pride, I am assuming we do this...but don't know.
- WE have to connect better with alumni, but it costs money and we are so busy. We give out foreign language awards and they love this...college based recognition. How do we recognize educators...use professional organizations...
- Cultivate relationships with students while they are here, so they become active alumni.
- We can be a bear for the rest of our lives. Let us know what we can do as alum, or what we can do in our graduate areas.
- Once a bear always a bear...articulate what that means.
- Perspective student likes to hear from current students...parents like to hear from parents...PVA has a list for admissions of what graduates are doing. Have that from education, chemistry or biology would help us ...
- Best product of UNC
- Minority alumni to promote by phone calls to prospective students and parents

- Not sure about phone format
- Teach what we are great at/doing here
  - Teach 5 main points of pride
    - Alumni website to list/mailler to alumni
- Involve alumni in projects
  - Service learning with students
  - Convocation
  - Make contacts for university students and friends
- International alumni – no tax write off
  - Talk to friends/family to promote UNC
  - Make contacts for university students and friends
- Alumni were identified in geographic locations to identify with students
  - Contacting applicants in the geographic region
  - Talk to students about UNC experience
    - Successful in business
    - Can be outside university
    - Professional days – talk about careers
    - Recent and long term graduates
- Use current statistics “Quality Ratings of UNC on Characteristics” to emphasis and promote what students in general value and UNC is doing well and be able to address the negative

**Action Items:**

- Put together advisory boards (e.g. HSS is looking at doing this) with alumni on the board.
- Pick a theme or initiative (example: HSS has selected “increasing study abroad opportunity” this year for their initiative) to use as a retention tool.
- Give alumni ideas on how they can disseminate their experiences – collect their experiences, what are the three things that they got out of the university. Then they can share these experiences (rather than just new things.) This will resonate more.
- Two different aspects being discussed:
  - Bringing alumni to campus to reunite
  - Have alumni help spread the word about UNC using their own stories.
- Create Alumni Speaker’s bureau – get alumni in front of students as speakers in classes
- Need to provide incentives to alumni – library items – databases of journals provided to all alumni.
- Need to get alumni interested in what we’re doing. Just can’t call them for money. Need stuff. Also get items on the teacher alumni’s desks – UNC logo items, lapel pins, etc. A lot of good things to say about UNC’s education program.
- Use educators who are alumni to disseminate good things about UNC

**2. What steps can be taken to improve UNC’s image regionally and nationally?**

**Discussion Items:**

- Relationship building
- Course time release for professors to go out into the community
- Grow the awareness of our logo
- Find out where the students are getting their information

- Increase the positive amount of press – communicate our story to the media
- Build relationships with the media – stronger relationship with the Greeley Tribune
- Targeting of families of under- represented families
- We need to be positive – image of a safe community
- Community relations – telling the community of our stories
- Understand our mission and our identity
- Have an issue with the secondary paper on campus “Connection”. This is not an official UNC publication, whereas *The Mirror* is the official paper. The *Mirror* is at risk – down to 8 pages, much advertising is going to Connection. Also Connection has many ads of students in pubs, etc.
- Look at programs that are being marketed heavily and problems with students not being able to make it in this programs.
- On the other hand, quality overall sells – so ok to promote competitive programs.
- Problem with losing pre-majors that leave after they don’t get into the programs they wanted to get into. University College will help greatly with retention – to help guide these students.
- Biggest downward blips on data based on why students enroll – City where college is located. Don’t seem to get much help with city media. On the other hand, Greeley is a very diverse, great city. Perception is different: Gangs, smells, cracks
- Stop using UNC...nobody outside of Colorado knows what UNC is...think North Carolina...even in neighboring states.
- PVA normally ranked in the top 5...that college is known.
- PVA does showcase in Hollywood...and do an alumni event around it. Reconnecting with people out in California. They are thrilled about it. We have found if we ask them they will do it. We do a lot of trips to areas where we know we can recruit from the top PVA highschools. Doing this we now have a feeder in Vegas. The students don’t care about the name or the smell, it’s the program. SCHOLARSHIPS.
- 27% of kids in PVA are out of state.
- Broadly, to have a presence in other states by using people who live there? Use the program to promote the institution.
- Admissions...it is very difficult to recruit by major out of state. You are selling the school more than the program.
- Building the image with alumni...all of us go to national associations...hosting things at these events...local and national to bring alumni together.
- Consistent message...Northern Colorado...not UNC
- Society wants to hear from a person...you read about other peoples “review” reading about UNC from many perspectives, student, alumni...
- collaboration with city of Greeley for marketing purpose
  - Pool resources
- Huge number of faculty do not live in Greeley
  - Start help program to get new faculty to Greeley
  - Make image change to blend into community
    - Market to community
    - Classes sign language, yoga, etc at night to involve community with school.
      - Not limited to student population
      - PVA started program
    - PVA – SRC provides \$ for visiting artists to come to UNC and stay for a weekend to see Greeley and teach a class
  - Faculty live in dorms – in process of making faculty residence program
    - Faculty in Residence

- Advocate supporting program
- Ties into programs such as CUMBRES etc on campus
- Faculty/Staff social events
  - Meet and greet after
- Trailing Spouse –
  - In work Marshall Parks HR

**Action Items:**

- Recommend that UNC departments advertise with the *Mirror* rather than *Connection*.
- Marketing position – need to define what UNC *should* be known for.
- Create Minor in Business program to help retain business students that can't get into the full Monfort College of Business program rather than transferring to AIMS. Also look at potential for minors in other popular programs as well.

**3. What efforts can we, as a university, initiate to build student-friendly bridges with the community?**

**Discussion Items:**

- More involvement with our local schools – public and private – spokes people
- Marketing our strengths of what we already do in the schools
- Raise profile in the community
- Highlight of what we already do in the community
- Talk to elementary schools about becoming a teacher
- Community access to university events
- Serving on city boards and/or committees
- City partnership with UNC and appreciating students and making them feel welcome
- Internship opportunities for students in the community
- Develop a professional tool kit – more information available for people to use
- Get our apparel out in the stores and the community – professional women apparel, golf shirts, etc.
- Mandate community connections in the curriculum
- Need to work with the mayor to build better image. Own media operation is creating these stories. Rumor that gang initiation includes “raping” student on campus. This is VERY bad publicity, and was shown as total rumor. Also, when the First Lady was visiting campus there was no publicity, and there should have been.
- High School drop –out rate is almost 50% in Greeley. Need to have our educators to go into the High Schools. There are relevant perception differences between Greeley and other communities: Ft Collins/Boulder. “Don’t put a ‘cake costume’ on soup.” Need to be realistic.
- University provides a lot of jobs and economic impact on the city. The City is trying to work with us, but their budget is flat.
- Homecoming parade: MapleWood was the only school in the parade. Not active in getting the other HS, and bands. Also not active in having own students in their own parade. Not engaging HS students.
- There are pockets though. But even the pockets of city K-12 students on campus have issues. Some community students have library borrowing privileges at the University Library. The problem is that they show up and then get parking tickets.
- Parking on this campus for the community is a problem.
- Need to emphasize small classes. Cultural shift – not Greeley the Island and UNC the Island.

- 280 arts events a year....so much going on on campus...its all about publicity...let people know. Once they go to an event...they want more...
- Follow up...what can we do with publicity...
- There are very few faculty that go to events...it would help moral if they went...the events are so high quality they would grow pride.
- It would be nice to see more in the airport...not CU or CSU or DU...
- We have a community that is comfortable
- Can I go into Walgreens and get a UNC sweatshirt? No I can get a CU one.
- Target had an agreement to get a bus from campus to Target when they moved out west...if our students went to those stores they can promote NC
- Building internal pride and extending to greater community...at one time a lot of faculty lived in Greeley. Now they do not. Incentives to get people to live here...improve the quality of life for ourselves in Greeley.
- Reach out to not only faculty...but reach out to schools in community more, so that kids in community know about UNC. Reach parents through Kids...Huge gap...
- Satisfaction of Greeley is low...Would like to hear from students on their perception on Greeley
- Increase things to do
  - Unify UNC and City of Greeley Calendar
    - Current dry erase board
    - Faculty – fliers with information
      - Could put on light board – where students hang out on campus
    - Expanding UC more activity areas
      - Expand hours for dining operations
        - resources
      - Feels like a walk through place
      - UNC feels commuter not residence
    - More centerish place to hang out
    - UNC put signage out to businesses
    - Use dining halls to promote interactive performance entertainment
  - Faculty use activities for classes to be involved in community
  - Shuttle bus from Dorms to plaza area
    - Find out why students don't go down town
      - Campus security
  - Involve students in community projects such as
    - Bear Hug
    - Habitat for Humanity
    - Service Learning

#### **Action Items:**

- Improve parking scenario so that community members are not getting tickets. Improve signage more meters....
- Development of a strategic marketing plan that is adequately funded.
- Continuing to promote the “Bear Business” program where stickers are in windows of local businesses that give discounts to students from UNC and promote to students so that they know it exists. Publicize where you can go.

- Improve first contact customer service on phones, anonymous reporting mechanisms, also promote the exceptional services; “secret shoppers”. The negatives can make external customers turn off.
- Develop comprehensive internal marketing plan – include what is our concept of customer service. Find out how happy are the customer service persons (often are the least paid); make sure they are invested in, and have the information they need to do a great job.

#### **4. How do we create excitement surrounding events and athletics?**

##### **Discussion Items:**

- Homecoming – not enough hype. Students didn’t know the superhero theme. Not enough banners, etc. However there were pockets of students who were involved – RA’s for instance. Need more banners and ribbons around town.
- Don’t feel like this is a college town.
- Roadblocks – prices on the athletic camps (camps are great but can’t get there), parking is a roadblock
- Message board advertising – been suggested on at least 3 committees – high priority

##### **Action Items:**

- Integrate the community into Homecoming.
- Need more integrated programs and plans. Marketing plans with all areas integrated.
- Athletic camps – work with community to build and get funding for lower income students (K-12)
- Get community to games – make bigger and better

#### **5. What can we do to decrease the sense that there is nothing to do in Greeley or on campus on the weekends and in the evenings?**

##### **Discussion Items:**

##### **Action Items:**

- “This week on campus” listing on every table on campus at UC, T-K, and Holmes, in plastic holders.
- Work with facilities involved to get advertising on back of stalls in restrooms.
- Create a posting policy (getting posters approved)
- Invite all HS students to hear college student presentations to Academic Excellence Week.
- Bus system to move students between the campus and downtown
- The cactus does not appeal to every student and that is the only thing to do in Greeley.
- Something to do vs. nothing to do...
  - Roller rinks...latin dance...bad bowling allies...
- Provide Talking points for alumni
- Social and community points...
- Use Alumni to help with recruiting calls
- Provide scholarships

- Community Advisory Boards – building relationships
- Have a presence in other states by using people who live there
- Have a presence at national and regional conferences and host alumni events
- Incentives for faculty to go to events...
- Bridge gap over highway...
- Get Greeley businesses involved
- Cultivate an interest for faculty to improve quality of life in Greeley
- Get more student info on what to do in Greeley
- Have UNC promote community activities
- Explore how we can work with community to create more opportunities
- Commercial areas close to campus for students...the hill (boulder) downtown (CSU)
  - Partner with city manager – ex. Arts and entertainment district...
  - Provide incentives for groups to buy buildings between 16<sup>th</sup> and downtown.
  - Federal/state/local partners to create tax incentives.
- Service Learning...
- Bus to downtown
- Help local businesses
- Bear country signage in town...similar to CSU ram country..banner system on campus and off campus
- Consistent name...