PSWS Master Campus Marketing and Community Engagement Strategic Plan

*Everyone has a role*

**Our Mission**: Penn State’s mission is to educate the people of Pennsylvania through the integration of teaching, research and service. Penn State Worthington Scranton’s role is to be a valuable community partner and provide that education to the people of NEPA.

**The Rationale**: Having a PSWS MCEP will allow all members/friends of the campus to have an integrated, and maintainable, strategy to engage and inform all constituents/customers, of our variety of educational offerings and service to students in order to drive sustainable enrollment.

Key elements of this plan are:

* + - To develop a market place position that will drive a sustainable enrollment along with economic development of our community.
    - To provide appropriate structures for engaging and informing our constituents.

**We Value:**

* + - Expert Teaching Faculty
    - State of the Art Facilities
    - Personalized attention
    - Customized Opportunities
    - Unique Offerings
    - Student Success
  + Who is Responsible for Marketing? Everyone! All internal partners (faculty, staff, alumni, and current students) are to actively engage the community to share “Our Story” ……the PSWS experience.
  + General Marketing Guiding Principles – which craft “Our Story”:
* Let people know that we are here:
* We are here; we are Penn State in your neighborhood; we are in Dunmore overlooking the beautiful Lackawanna Valley.
* What is our product?
* We offer quality educational programs while providing quality customer service by employees that are dedicated to student success:
  + Undergraduate Programs:
    - 8 Bachelor’s degrees
    - 5 Associates degrees
    - A local on-campus start to over 160 degrees across the University including World Campus.
  + Programs to serve the Life Long Learner
    - Certificate Programs (credit and non-credit)
    - Corporate Training
    - Career Development programs
    - Youth Camps
* How is our product different from our competitors?
* Access to the resources of a large research University.
* Entrance to 160 majors.
* Wall Street Journal named Penn State #1 with Corporate Recruiters
* Connection to the largest Alumni Association in the World.
* What is the value?
* Providing an Internationally recognized quality education at a lower cost than many local and regional colleges/universities.
* With Penn State ranking #1 with Corporate Recruiters, there is a tremendous potential return on the investment of time and money.
* Having the largest Alumni Association in the world allows for the opportunities for potential employers, mentors, internships, field experiences, and networking opportunities.
* Employers see results in the workplace.
* How do we provide the product – delivery?
* In the classroom
* On-site company/business training
* Via state-of-the-art video network classroom systems where campuses share instructors and classrooms actively interact with one another
* Via the internet, and Hybrid courses combining classroom and internet
* Mentoring; internship; and field experiences
* Who are our customers/constituents (Communication Audiences)?
* Internal
  + - * faculty and staff
      * current students
      * regional campuses
        + overall PSU
        + PSWS alumni
        + all PSU alumni
        + existing donors
* External – “seeking Education”
  + - * Traditional Aged Learners
        + Degree – Resident Instruction (18–24 yr olds)
        + Non-Degree – Dual Enrollment (high school)
      * Non-Traditional Aged Learners
        + Degree - Resident Instruction (25+ yr olds)
        + Non-Degree (credit and non-credit)

Professional Development (CE)

Educational Development (adult-misc)

* + - * + Youth Camps
    - External – “general” (prospective students/clients/donors/partners)
      * Non-Traditional Aged Learners
        + Degree - Resident Instruction (25+ yr olds)
        + Non-Degree (credit and non-credit)

Professional Development (CE)

Educational Development (adult-misc)

* + - * + Youth Camps
* How do we take care of our customers?
* All faculty and staff are to actively engage in quality customer service to all **internal** customers (including co-workers) and **external** customers (prospective clients and company/organization representatives).
  + Timely responses
  + Listen to the client
  + How can we help them
  + Go above and beyond
  + Research and redirect if best for customer.

* How do we get potential customers (students/donors/unengaged alumni/corporate training clients) to “feel” a connection to Penn State Worthington Scranton?
* Our external audience needs to gain an insight as to who we are; where we are; and what does our campus look like…..what does it feel like. They need to know that we have an attractive, small, but spacious (45 acres) campus full of engaging staff and faculty members that are dedicated to student success. **We need to constantly share our enthusiasm for what our campus has to offer in and out of the classroom.**

**We need to share “Our Story” and Sell the experience.**

**We must all be in a “Constant State of Promotion.”**

**SWOT analysis of PSWS marketing in regards to Recruitment/Retention**

**STRENGTHS**

* NAME RECOGNITION
* AFFORDABILITY
* BREADTH OF OFFERINGS
* INTERNSHIPS
* SUCCESSFUL ALUMNI
* FACULTY EXPERTISE
* DIVERSITY

**WEAKNESS**

* DIVERSITY
* LIMITED OFFERINGS
* PROFESSIONAL DEVELOPMENT
  + (THINKING IN 2012; AWARENESS OF ISSUES FACING CAMPUS)
* RETENTION TO GRADUATION (IN CORE COUNCIL)

**OPPORTUNITIES**

* HIGH PRIORITY OCCUPATIONS
* COMMUNITY ALUMNI
  + PARTNERSHIPS
* COLLABORATIONS WITHIN OTHER PSU CAMPUSES AND PROFESSIONAL SCHOOLS ETC.
* WORLD CAMPUS

**THREATS**

* NAME RECOGNITION
* INCREASED ACCOUNTABILITY
* LIMITED RESOURCES
* PA DECLINE IN BIRTH RATE
* US DECLINE IN BIRTH RATE
* ACADEMIC READINESS OF ENTERING STUDENTS
* COMPETITORS

**Goals**

1. Establish Market Position
   1. Determine Existing Status
   2. Determine Desired Status
      1. Big Name with Personal Attention….”in your community”
      2. Economic Impact
2. Build Our IMAGE – EACH person has a role. Everyone must realize that the promotion of the campus starts with their daily work, personal interaction, and their own IMAGE as a Penn State Employee….. “ I Make A Great Example!”
   1. Demonstrate the integration of our campus with the local community
      1. *Be an Ambassador* – share what you know about the campus, its programs, faculty research, upcoming events etc. with others outside of campus. Anyone can share information about upcoming events, things of interest to certain individuals.
         1. Examples:
            1. Family, friends, and neighbors
            2. Community leaders you may encounter at professional events
            3. General public -- in random conversations you may have with individuals while shopping, running errands, dining out, etc.
   2. Maintain and Develop State of the Art Facilities
      1. Physical Appeal
      2. Grounds – landscaping/upkeep – “keep it clean”
      3. Non-permanent Enhancements – signage, event décor. “keep it nice”
   3. Emphasize the Commitment to Student Success (Individual and Team approach) while promoting the campus.
3. Develop and Implement a departmental and campus wide Communications Plan for connecting with identified audiences (Formal and informal best practices) and cross communicating among departments.
   1. Event Organizers
      1. Utilize all methods available – listserves, digital signage, flyers, social media, etc.
      2. When feasible, call other departments prior to the event to let them and their staff know what is occurring and basic details, so when event takes place and visitors come to campus, anyone can be of assistance to them.

* 1. Cross Communicate and promote others’ programs and accomplishments
     1. Utilize current groups in place such as: marketing council, *e*-team (formally web team), Enrollment Management Council, Outreach Committee, and Faculty Senate.

1. Establish an Overall Marketing/Community Engagement “Implementation” Plan that portrays IMAGE and focuses on establishing the desired Market Position.
   1. Utilize information derived from coordinated Communications Plan.
   2. Implementation with a focus on: Expert Teaching Faculty, State of the Art Facilitates, Personalized Attention, Customized Opportunities, Unique Offerings, Student Success, Career Advancement, and Connection to the Community.
      1. Social media strategy– Facebook, LinkedIn, etc.
         1. Plan for getting and making connections.
            1. Develop some integrated messages among all campus Facebook entities
            2. When posting an event on social media, poster should also share with all PSWS pages and pages of affiliated groups – ie, all departmental pages, alumni pages, chapter pages, etc.
            3. Encourage employees to ‘friend’ all campus pages and listings
      2. Website
         1. Content
         2. Driving people to it
         3. Analytics
      3. Engaging Partners Strategies – every campus employee who interacts with outside professional groups/individuals, whether in an official or social capacity, should utilize these opportunities to help promote the campus and its accomplishments (both staff, faculty and student accomplishments)
         1. Example: You attend a business card exchange and strike up a conversation with someone who works at a local hospital or medical services company – be sure to let them know we now have four-year science and nursing degrees, and Healthcare Certificate Programs through Continuing Education. Perhaps they know someone who could serve as a mentor or presenter to science students; or they offer clinicals/internships; or they will be hiring more employees over the next two years for research, labwork, nurses, etc. Then, get a few of their business cards and pass along to the Science Program coordinator/faculty, Career Services, and Continuing Education.
         2. Department heads should try to attend at least three yearly community/organizational events/dinners, etc, and also encourage and promote their employees’ attendance at these types of venues. (Perhaps have them attend one event annually (could go in pairs) and the department pays the expense.

Some entities that fit this category include:

Chambers

Community Organizations

Community activites/event planners

Economic Development groups

County Leadership Programs

County PS Cooperative Extensions

* + 1. Materials and Placement Advertising
       1. What materials make sense?
       2. If materials purchased, plan distribution strategy.
    2. Continue (increase) getting the media on campus for positive imaging
       1. Sponsor community programs: Chamber event, Telethon, Special area college Veterans appreciation BBQ luncheon, etc.
       2. Unique Student Activities: Mixers…invite students from other colleges on campus for friendly competition
    3. Any Additional Internal Promotion
  1. Set goals/plan a kickoff event/establish a formal MCEP campaign: “a systematic course of aggressive activities for some specific purpose.”

1. Annual director review of participation in the Communication and Marketing/Community Engagement Implementation Plan

*Updated 8/7/13 JCD15*