

College of Engineering Integrated Marketing Plan

Overview of Marketing Goals

- Increase undergraduate and graduate enrollment
 - Increase undergraduate persistence through engineering programs
- Increase alumni and corporate giving
- Increase externally funded research
- Enhance faculty and staff satisfaction through internal communications
- Contribute to New Mexico’s economic development and community engagement

Summary of Challenges/Opportunities

- An abundance of news-worthy activities
- Lack of resources, particularly personnel

Action Plan Goal #1

- Increase student enrollment.

Target Audience	Messages	Activities: description, timing, budget	Metrics/Outcomes
Customers— Prospective students primarily in New Mexico, surrounding and WICHE states; transfer students from community colleges and other universities. Influencers—	The NMSU College of Engineering is a place to receive an excellent engineering education at an affordable price that will enable graduates to compete on par with graduates from top	Web revamp to provide a one-stop-shop for all information needed by prospective students. Timing: To be launched by end of January 2015 Budget: salary for 10-hour graduate assistant Recruiting brochure with brief information for prospective students, reply card to build contact database. Timing: Completed in fall 2014 Budget: 43,500 Undergraduate viewbook revamp, less extensive than previous version, transfer of information to	Increased enrollment, enrollment of students better prepared for engineering curriculum

<p>parents; counselors and STEM teachers; club advisers; peers</p>	<p>engineering institutions.</p>	<p>web. New piece to drive prospective students to web. Timing: Summer 2015 Budget: \$4,000</p> <p>On campus student visits, tours of engineering labs, overview of engineering disciplines, demonstrations, engineering T-shirts, lunch at Taos Timing: E-week (Feb.), Aggie Experience and ongoing (approx. 1200 in 2013/14) Budget: \$5,000</p> <p>Dynamic web presence, news dissemination, social media Timing: Ongoing</p>	
<p>Administrators, counselors, STEM Teachers</p>	<p>Increase engagement of K-12 students in college-supported pre-engineering activities; target recruitment of students already committed to engineering to increase persistence in engineering program</p>	<p>Email and mailed pieces to STEM teachers regarding BEST Robotics, Pre-Freshman Engineering Program, VEX Robotics and Project Lead the Way and summer camps. Work with College of Education and teacher organizations to reach audience and collaborate on implementation where relevant. Timing: Ongoing Budget: Minimal cost</p> <p>Project Lead the Way Conference Timing: March Budget: Registration fees will cover costs</p> <p>Professional development offerings for teachers Timing: Ongoing Budget: Fee-based</p>	<p>Increased enrollment as a result of these programs; tracking of students coming from these programs is just beginning.</p>

		Ongoing: Dynamic web presence, news dissemination, social media	
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Action Plan Goal #2

- Increase alumni and corporate giving

Target Audience	Messages	Activities: description, timing, budget	Metrics/Outcomes
Resource providers—donors, alumni, legislators, business and civic leaders. Stakeholders: Alumni, advisory board and council members, NMSU administrators, faculty, staff	The College of Engineering NMSU and its students are good investments.	<p>Dean’s Advisory Council Timing: Twice yearly (Feb. and Aug.) Budget: \$2,000</p> <p>Annual Scholarship Golf Tournament Timing: Engineers’ Week (Feb.) Budget: Nets ~\$23K</p> <p>Annual Scholarship Breakfast for donors and recipients Timing: Friday of Homecoming week Budget: \$4,000</p> <p>Homecoming Engineering Alumni Celebration Timing: Friday of Homecoming week Budget: \$2,000</p> <p>Scholarship Donor Scrapbook Timing: Holiday break Budget \$3,000</p> <p>Career Fairs: Engineering Social, Info Sessions, Resumania, etc. Timing: September, February Budget: \$1,500</p> <p>Donor and corporate meetings and visits</p>	Increased giving, increased engagement by respective groups

		<p>Timing: Ongoing Budget: varies</p> <p>Annual Report Timing: released in fall Budget: \$5,000</p> <p>Donor thank you letters Timing: weekly Budget: minimal</p> <p>Ongoing: Dynamic web presence, monthly E-letter Aggie Ingeniero, news dissemination, social media, LinkedIn</p>	
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Action Plan Goal #3

- Increase externally funded research

Target Audience	Messages	Activities: description, timing, budget	Metrics/Outcomes
Funding bodies, other engineering colleges, other NMSU colleges, graduate students	NMSU College of Engineering faculty members are conducting leading-edge research.	<p>Ongoing: Dynamic web presence, monthly E-letter Aggie Ingeniero, news dissemination, social media, LinkedIn</p> <p>ABET Accreditation mailings (US News and World Report Rankings) Annual report and other announcements sent to colleges of engineering throughout the nation. Timing: Ongoing Budget: \$1,000</p> <p>Development of experts directory on web Timing: Summer 2015 Budget: 10-hour per week graduate assistant</p>	Increased exposure and awareness of engineering research activities (number of clips); higher US News and World Report Rankings; increased collaborative activity

Action Plan Goal #4

- Increase faculty and staff satisfaction through internal communications

Target Audience	Messages	Activities: description, timing, budget	Metrics/Outcomes
Faculty and staff members of the College of Engineering	You and your work are valued and important to the success of the college and its students.	<p>Bromilow Awards, lecture and luncheon Timing: Engineers' Week (Feb.) Budget: \$1,500</p> <p>Dean's Excellence Awards Timing: Engineering Convocation (Aug.) Budget: \$2,000</p> <p>Foreman Awards of Excellence Timing: Engineers' Roundup (Jan.) Budget: \$5,000 (donated by Foremans)</p> <p>Engineering Calendar Timing: Produced by Homecoming, disseminated at various events Budget: \$1,000</p> <p>Engineers' Roundup Timing: Jan. Budget: \$1,500</p> <p>Engineering Convocation Timing: Aug. Budget: \$500</p> <p>Promotion and Tenure Reception Timing: Spring Budget: \$300</p>	Increased staff/faculty satisfaction; increase their engagement

		<p>Homecoming Alumni Celebration—announcement of professorships and other honors and awards to faculty Timing: Fall Budget: \$500</p> <p>Dynamic web presence, news dissemination, social media Timing: Ongoing</p>	
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Action Plan Goal #5

- Contribute to New Mexico’s economic development and community engagement

Target Audience	Messages	Activities: description, timing, budget	Metrics/Outcomes
Business owners, employers, workers and teachers.	The NMSU College of Engineering is an excellent source of professional development offerings, STEM teacher training and business assistance that is relevant to current needs.	<p>Ongoing offerings of professional development courses (Quality Concrete School, Wells and Pumps, Android App Development) Timing: Ongoing Budget: All are fee-based</p> <p>Dynamic web presence, news dissemination, social media Timing: Ongoing</p>	Attendance and participation of stakeholders