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.

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<thead>
<tr>
<th>Target Audience</th>
<th>Messages</th>
<th>Activities: description, timing, budget</th>
<th>Metrics/Outcomes</th>
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<tbody>
<tr>
<td>Customers—Prospective students primarily in New Mexico, surrounding and WICHE states; transfer students from community colleges and other universities. Influencers—</td>
<td>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</td>
<td>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</td>
<td>Increased enrollment, enrollment of students better prepared for engineering curriculum</td>
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Undergraduate viewbook revamp, less extensive than previous version, transfer of information to
| Administrators, counselors, STEM Teachers | 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 | 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  

Project Lead the Way Conference  
Timing: March  
Budget: Registration fees will cover costs  

Professional development offerings for teachers  
Timing: Ongoing  
Budget: Fee-based | Increased enrollment as a result of these programs; tracking of students coming from these programs is just beginning. |
### Ongoing: Dynamic web presence, news dissemination, social media

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<td><strong>Increase alumni and corporate giving</strong></td>
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| 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. | **Dean's Advisory Council**  
Timning: Twice yearly (Feb. and Aug.)  
Budget: $2,000 | Increased giving, increased engagement by respective groups |
| | | **Annual Scholarship Golf Tournament**  
Timing: Engineers’ Week (Feb.)  
Budget: Nets ~$23K | |
| | | **Annual Scholarship Breakfast for donors and recipients**  
Timing: Friday of Homecoming week  
Budget: $4,000 | |
| | | **Homecoming Engineering Alumni Celebration**  
Timing: Friday of Homecoming week  
Budget: $2,000 | |
| | | **Scholarship Donor Scrapbook**  
Timing: Holiday break  
Budget $3,000 | |
| | | **Career Fairs: Engineering Social, Info Sessions, Resumptionia, etc.**  
Timing: September, February  
Budget: $1,500 | |
| | | **Donor and corporate meetings and visits** | |
### Timing: Ongoing
**Budget:** varies

### Annual Report
**Timing:** released in fall  
**Budget:** $5,000

### Donor thank you letters
**Timing:** weekly  
**Budget:** minimal

### Ongoing: Dynamic web presence, monthly E-letter Aggie Ingeniero, news dissemination, social media, LinkedIn

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#### Action Plan Goal #3
- Increase externally funded research

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| Funding bodies, other engineering colleges, other NMSU colleges, graduate students | NMSU College of Engineering faculty members are conducting leading-edge research. | Ongoing: Dynamic web presence, monthly E-letter Aggie Ingeniero, news dissemination, social media, LinkedIn  
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  
Development of experts directory on web  
Timing: Summer 2015  
Budget: 10-hour per week graduate assistant | 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

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| 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. | Bromilow Awards, lecture and luncheon  
Timing: Engineers’ Week (Feb.)  
Budget: $1,500  
Dean’s Excellence Awards  
Timing: Engineering Convocation (Aug.)  
Budget: $2,000  
Foreman Awards of Excellence  
Timing: Engineers’ Roundup (Jan.)  
Budget: $5,000 (donated by Foremans)  
Engineering Calendar  
Timing: Produced by Homecoming, disseminated at various events  
Budget: $1,000 | Increased staff/faculty satisfaction; increase their engagement |
|                 |         | Engineers’ Roundup  
Timing: Jan.  
Budget: $1,500  
Engineering Convocation  
Budget: $500  
Promotion and Tenure Reception  
Timing: Spring  
Budget: $300 | |


Homecoming Alumni Celebration—announcement of professorships and other honors and awards to faculty
Timing: Fall
Budget: $500

Dynamic web presence, news dissemination, social media
Timing: Ongoing

**Action Plan Goal #5**
- Contribute to New Mexico’s economic development and community engagement

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| 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. | Ongoing offerings of professional development courses (Quality Concrete School, Wells and Pumps, Android App Development)  
Timing: Ongoing  
Budget: All are fee-based | Attendance and participation of stakeholders |

Dynamic web presence, news dissemination, social media  
Timing: Ongoing