2009-10 PROGRAMMATIC ACHIEVEMENTS

1. Brief list of key initiatives undertaken and noteworthy outcomes achieved in the following areas:
   a. Student engagement and success
      • Contributed to a projected 20 percent increase in enrollment (510 to 611) at OSU Cascades by implementing marketing strategies for that campus and beginning development of a branding campaign that will launch in fall 2010.
      • Supported recruitment efforts in Admissions (produced more than 30 print pieces to showcase outstanding OSU students) and in Engineering, Horticulture, Turf & Landscape Management, University Honors College, General Agriculture and Agriculture Education and Professional Science Master’s programs. Recruiting efforts achieved a campus-wide 8.4 percent increase in fall 2009 freshman enrollment over fall 2008.
      • Honored Scholar Athletes with a new poster series for academic achievements, showing them in academic and inspirational settings.
      • Branded student achievements as Powered by Orange through 87 videos, which will appear on the Web and social media; and 200 posters, which will be hung in colleges and residence and dining halls in fall 2010.
      • Strengthened perception of OSU’s educational value in Strategic Plan areas by emphasizing student internship opportunities and research success through Terra (74,751 pageviews for the year, a 48 percent increase in traffic over FY09) and the annual president’s report (14,692 pageviews for the year).
      • Taught current design techniques in upper-level Web design courses.
      • Increased student engagement through OSU’s Facebook page and other social networks by answering questions, encouraging students to answer each others’ questions, hosting contests and other activities to build spirit and deepen connections to OSU.
      • Trained Greek Life leadership in marketing and a student intern in university events.
      • Arranged for 12 students to share success stories with the president’s guests at athletic events and at theater and symphony pre-function activities.
      • Presented workshops on media communications for fisheries and wildlife graduate students and on media relations and science writing to various classes.
      • Worked with OSU student journalists throughout 2009-10.
      • Chaired the Power Up Challenge, working with Dixon, CAPS and HHS.
      • Brought public recognition to student accomplishments through stories in LIFE@OSU, distribution of honors recipients lists to hometown news media, announcements of student-led events such as culture nights and creation of news releases about state and national student competitions.
      • Worked w/ President Ray and other senior leaders on June budget forum, imparting key messages around state of the budget for OSU.
   
   b. Research and its impact
      • Promoted research programs and initiatives to the Portland market as part of the Powered by Orange campaign. Efforts included an eight-week newspaper ad campaign in The Portland
Business Journal, Max train posters and full train wrap, four billboards and a “Portland is Powered by Orange” supplement to Terra. On campus efforts included posters highlighting the Strategic Plan thematic areas (Earth systems, health and economic and social progress) in the Kerr lobby and posters featuring faculty and students in Java II.

- Co-sponsored *Portland Business Journal*’s Oregon’s Most Admired Companies event with the College of Business, producing print ads, a display recognizing outstanding alumni and handouts for attendees highlighting faculty research.
- Designed and produced the 2009 Annual Report for the College of Engineering.
- Demonstrated the practical accomplishments, economic contributions (jobs created, capital invested) and broad reach of OSU faculty and student research activities through Terra stories on engineering, forestry, childcare, health, agriculture, marine sciences and other fields.
- Created a Powered by Orange video series (total views: 32,661) highlighting OSU’s research impact in the specific areas of food, water and energy. This series partnered with Portland advertising to emphasize the same strengths. Videos were also successfully used for recruiting graduate-level students in the various research fields.
- Planned and facilitated the Research Office breakfast for recent patent and license technology recipients.
- Organized nine standing-room-only Science Pub Corvallis presentations that brought OSU research in psychology, energy, ecology, fisheries and other topics to diverse off-campus audiences.
- Met in Washington, D.C., with communications leaders at NASA, USDA, NOAA and the Center for Comparative and Alternative Medicine at NIH to enhance joint media relations work with key federal funding agencies, building on our successful model with NSF.
- Publicized the latest OSU research results through video and other multimedia, news releases and a partnership with the NSF’s Science360 news service that leveraged additional coverage in national and international news outlets. Among top stories for FY2010 were research on forests and global warming, new materials for solar energy, the first group of women on nuclear submarines, sea lion rescues on the Oregon coast, response to the Chilean and Haiti earthquakes, discovery of a new blue pigment and testing of a tsunami resistant structure at the Hinsdale Wave Research Laboratory.
- Demonstrated OSU’s research-based impact on Oregon’s economy through a white paper, *OSU and Oregon: Recovery Powered by Orange*, for delivery to news media and the public at the launch of the Powered by Orange campaign.
- Through media relations, promoted recognition of major university initiatives in marine sciences, sustainable/alternative energy, food production, natural resources, public health and other areas, as well as the work of OSU institutes and centers, especially the Hatfield Marine Science Center and the Linus Pauling Institute.
- Worked closely with the OSU Foundation on initiatives important to the Campaign for OSU.

c. Outreach and engagement

- Contributed to a 12 percent Fall 2009 increase in the number of Hispanic students enrolled at OSU through marketing support CASA Educacional’s Si Se Puede event and other marketing strategies aimed at Hispanic students.
- Contributed to a 20 percent increase in Ecampus students in fall 2009 (over fall 2008) and a 7 percent increase in summer 2010 enrollment by working with Ecampus and Summer Session on marketing plans and student recruitment advertising materials. Fall 2010 is projected to be up 19 percent.
Attracted attendance of more than 1,100 Beaver Believers to Powered by Orange launch events in Portland and on campus.

Received more than 8,600 views of a video launched before the Civil War encouraging fans to “wear the colors.”

Demonstrated OSU’s leadership in Oregon and the nation through stories about OSU partnerships with state government, local government, public schools and the private sector in Terra and the president’s report. Both publications were distributed through e-mail and social media to alumni, news media, businesses, higher education, state legislators and the congressional delegation, and Terra reached additional audiences through print.

Grew the Powered by Orange readership, Web traffic and online engagement, making it the premiere higher education marketing initiative in the nation, winning regional and national Grand Gold recognition from CASE, as well as winning the EduStyle award for best use of social media by a higher education institution.

Through our "Beavers to Business" phase of the Powered by Orange campaign, collected data on hundreds of businesses to share with the OSU Foundation and Alumni Association. Awarded "Orange Spotlight" recognition monthly to OSU-connected businesses, which measurably increased traffic and exposure to these companies, in some cases earning them national press recognition.

Collaborated with the Downtown Corvallis Association and the Oregon Museum of Science and Industry to conduct nine Corvallis Science Pubs that engaged more than 1,000 attendees from the community and another 300 through direct streaming and social media.

Planned and conducted events for the Pendleton Round-Up and raised more than 500,000 pounds of food through the OSU Food Drive.

Promoted through news stories and internal communications the success of Ecampus, Extension programs, and research initiatives involving communities and outside organizations.

Trained approximately 50 more faculty, and numerous students, on media relations techniques.

Developed “proof points” used for external messages in the Powered by Orange campaign and other communications.

d. Community and diversity

- Participated in the Center for Latino/a Studies and Engagement (CLASE) committee to plan for this new initiative that will serve Latino/a students.
- A part of the PBO campaign was a “Buy Local” effort promoting Corvallis businesses to faculty, staff, students and parents. Partnered with the Corvallis Tourism office and Downtown Corvallis Association.
- The PBO: Orange Spotlight received 135 alumni business nominations and highlighted one business per month since March 2010 through online and social media activities to encourage Beavers to patronize Beaver businesses.
- Worked with Admissions to launch a Spanish language website.
- Met with DCA and Corvallis Tourism once a month to coordinate opportunities for collaboration.
- Used Terra and the president’s report to highlight OSU’s leadership in addressing issues such as changing rural demographics, organic agriculture in Oregon, forest management, childhood obesity and access to prescription drugs in communities from Wallowa County to Central Oregon and the coast.
- Highlighted treatment of Mexican-American students in education in Life@OSU and the president’s report and public health issues in the Hmong community in Portland through Terra.
• Launched OSU’s first Spanish-language home page feature story and companion video, which garnered a large number of comments in both Spanish and English and was one of our most popular Web stories of the year.

• Hosted a reception for AFAPC (Association of Faculty for the Advancement of People of Color at OSU) and a luncheon for International Scholars and Visiting Faculty and provided basketball tickets to the Office of Community and Diversity.

• Produced news and feature stories focusing on OSU people and programs that embody or enhance the university’s diversity goals.

e. International-level activities and accomplishments

• Contributed to an increase in international student enrollment by creating print materials for Admissions’ international marketing efforts.

• Supported the development of INTO OSU by participating on the INTO Marketing Committee, meeting monthly with INTO campus and project managers and producing brochures featuring INTO students.

• Promoted perception of OSU as an international university by including international students in campus communications, banners and posters.

• Included OSU’s international research activities in Terra and the president’s report through reports on global wheat production, marine mammal conservation, information privacy and earthquake response.

• Provided dozens of videos to INTO OSU recruiters to use in international settings to showcase OSU before new audiences, including in countries that don’t have access to our YouTube channel due to political restrictions.

• Supported the INTO OSU FAM visit and planned and facilitated the groundbreaking event for the new Living/Learning center.

• Took a leadership role in promoting the arrival of INTO OSU and helping to manage the communication issues that arose.

f. Other appropriate initiatives

• Created a cohesive campus-wide marketing and communications style through development of new branding guidelines for the university. This effort included creation of an extensive communications template system for use by all campus communicators for print and the Web. Held 10 training sessions with campus communicators regarding branding and marketing messages. Held quarterly marketing, design and photography learning group meetings. Established a photo gallery for campus use.

• Officially launched the Powered by Orange (PBO) campaign to increase visibility in the Portland market and create community with OSU alumni. Distributed 75,000 PBO decals, 9,750 PBO buttons and 7,800 Benny on the Move cutouts. PBO has 9,923 fans on Facebook.

• Through a university-wide collaboration, achieved a more contemporary and secure Oregon State University home page. Future students were selected as the focus audience so that the home page not only continued to serve the OSU community at large, but also helped specifically with Admissions recruiting efforts.

• Helped retirees and emeriti faculty maintain community through extensive support to the OSU Retirement Association and a VIP event for emeriti faculty at University Day.

• Served as team leader for all OUS institutions for the Governors State Employees Food Drive.

• Worked closely with OSU’s central administration and college deans on strategies for communication and development of messages, with particular focus on budgeting, high-
achieving students, research success, economic development activities, and overall university impact.

- Made concerted effort to bring a more visual presence to the reporting of university news and people through more photography and videography.
- Revamped OSU’s internal communications to expand OSU Today, and refocused LIFE@OSU as a Web-based publication.

2. Brief assessment of unit’s efforts in areas in what worked, areas that need improvement and major barriers.

What worked:

- Completed 145 individual projects to support the university’s communications goals and units across campus, in addition to ongoing consulting and support.
- Worked with campus communicators to get input and buy-in during the roll-out of Integrated Marketing Communications plan and the Brand Identity Guidelines so that both efforts went very smoothly and were readily adopted by these important members of the campus community. The new template system is being used widely as is the new photo style and photo gallery.
- Engaged thousands of alumni, faculty, staff and students through the Powered by Orange campaign with messages to inspire their engagement with OSU and to promote understanding of OSU’s leadership in the economy, the environment and health care.
- Honored faculty members and students by featuring them in Terra and the president’s report.
- Provided faculty and student stories for posting on OSU college and department websites. Businesses and nonprofit associations added Terra and president’s report stories to their websites, expanding the reach of OSU research.
- Generated up to 1,000 hits per week on the Terra Facebook page and accumulated 300 fans including high school students, prospective graduate students, magazine editors and freelance writers.
- Achieved a massive redesign of the OSU home page through collaborative efforts with Information Technology, Central Web Services and a steering committee of campus-wide team members. The process proceeded with very little disruption and at a level of quality that exceeded our expectations. Close collaboration with other units amplified our efforts and created a better end product.
- Worked effectively across University Advancement as a team to achieve institutional goals for student recruitment, consistent branding, alumni engagement, business relationships and public recognition of OSU accomplishments.
- Effectively communicated university strengths and messages to the news media through releases and relationships with media.
- Expanded visual capabilities and trained all staff members to become more proficient in skills from photography to Web development.
- Worked with a variety of OSU units outside Advancement, including the OSU Foundation, Alumni Association, colleges and departments, and Extension and Experiment Station Communication to enhance their publications and communication efforts.

Area for improvement:

- We need to work closely with leadership to establish marketing goals.
Terra and president’s report could provide more content for the family of OSU Web and print publications.

The division can continue to strengthen the use of multimedia, including photography, video and podcasts, for news and social media.

As demand increases for online and print communications, the division can provide professional development opportunities and maintain reasonable staff workloads.

Increase in the demand for and quality of Web-delivered video and multimedia content has caused the division to retool the skill sets of designers, writers and developers. Multimedia skills are continuing to improve, and students from New Media Communications and the Graduate School are helping to build our capabilities. The division will focus future hiring to keep the division in line with communications needs in these areas.

The ability to take on more contract work for events will improve with the addition of staff.

We need to find new markets for news about OSU, including non-traditional news media, popular and relevant blogs and other venues.

**Barriers:**

- Collaboration with other OSU unit communicators. Small staffs underscore the need for partnerships between University Advancement with the OSU Foundation, Alumni Association, Admissions, Extension and other units but also reduce the time available for coordination. The Integrated Marketing Communications network has helped to break down some barriers.
- Equipment. The need for budget stewardship has led to the use of out-of-date equipment. As high-definition video has become a Web standard, we’ve had challenges in upgrading hardware and equipment but have found creative solutions to stay abreast of changing technical needs.
- With the budget challenges, we’ve had no ability to upgrade staff pay. As they are learning a large volume of new skills, we’re unable to reward their growth. Staff pay will be a focus during the coming year, with an eye on retention and professional development.
- The re-shaping of professional news organizations, especially newspapers, has reduced the printed news hole, and fiscal austerity precludes some outlets from visiting campus as much. This barrier also presents an opportunity, however, to expand outreach efforts and produce more ready-for-use material.

3. Brief summary of major faculty and student awards

- At the regional and national CASE competitions, the division received a Grand Gold medal for the Powered by Orange campaign and a gold medal for social media efforts in the campaign.
- The PBO campaign was covered by higher ed communications consultant Michael Stoner in various publications and presentations, held up as an example of outstanding digital outreach.
- The PBO campaign was covered in Mashable.com, the main news outlet on social media communications.
- CASE District VIII honored Terra with a silver award, and the University and College Designers Association recognized Terra with awards of excellence for cover design and illustration.

**2009-10 RESULTS AND OUTCOMES**

1. Licensing: Oregon State’s royalties have exceeded $900,000 in gross revenue for the third consecutive year. The Oregon State licensing program generated $926,805 in gross royalties during FY10, a decrease of $5,273
from FY09. Since University Marketing began management of the licensing program in July 2005, the University’s licensing revenue has increased 118%.

2. Integrated Marketing Communications Plan Activity Report
   - Created and successfully implemented Brand Identity Guidelines including expansive template system for use by campus communicators through an online (to avoid printing costs) Brand Book. Templates have come into wide use with dozens of sites now showcasing OSU’s latest brand guidelines, implemented through partnership with Central Web Services.
   - Held 10 IMC Network sessions and four marketing, design and photographer and writing learning groups providing information and training.
   - Began using new IMC messages and visual guidelines in all university communication materials.
   - Launched Powered by Orange campaign engaging thousands of alumni. The campaign uses new, contemporary messages from the IMC plan.

3. OSU Social Media and Web Report
   - Used social media advertising campaigns to increase members on Facebook and sales of OSU merchandise.
   - Used social media tactics to increase attendance at events.
   - Promoted OSU research on the Terra blog, Facebook and Twitter pages and began a planning process to make the Terra website more dynamic and expansive. The Terra website recorded 74,751 pageviews for the year, a 48 percent increase in traffic over that in FY09.
   - Redesigned OSU’s home page to model the new Brand Identity Guidelines.
   - Developed a plan and began implementing brand redesigns on college websites.
   - Passed the University of Oregon in all key video metrics, despite starting our online video efforts a full year behind the UO in 2008.
   - Passed the University of Washington in key social media metrics for the first time since developing our social media strategy.
   - Created a robust online format for the Oregon Stater magazine through a partnership with the OSU Alumni Association

4. Strategic Plan Advancement
   - Used the OSU Strategic Plan to drive selection of faculty, students and alumni featured in all external and internal marketing efforts, including the OSU home page which recorded millions of pageviews and thousands of clickthroughs to stories.
   - Used the Strategic Plan focus areas as a starting point for all marketing material messaging.
   - Continued to use the Strategic Plan to guide content for Terra and the president’s report, focusing stories on the themes of Earth systems, health and economic and social progress.
   - Developed Partnering with Industry website with John MacDonald and the OSU Research Office to help reach out to the business community with a goal of connecting OSU research to economic activity.

5. Events
   - Incorporated Strategic Plan messages into football pre-game centerpieces and take-away gifts.
   - Celebrated the teaching and learning environment and student success at “Celebrating Undergraduate Excellence”, an event presenting more than 60 individual and team projects, welcoming the community to attend and issuing special invitations to donors who have supported scholarships given to participating students.
• Showcased faculty with student speakers at football pre-game meals, giving both the opportunity to share about their work and answer questions from the attendees.
• Enhanced donor relations by seeking opportunities to engage donors at University Events activities such as football, winter series and Recognizing Excellence.
• Bring attention to technology transfers and commercialization activities through public events.
• Collaborate with other event planners on campus to offer efficiencies and share resources.
• Reduced OSU’s carbon footprint by placing more materials online instead of printing, converting many events that had previously used disposable service to “zero waste” events and establishing the “borrowables” inventory available to all departments on campus.

6. Media Relations
• Increased coverage of OSU nationally and in strategic west coast markets, as measured through Vocus media management software and noted in the quarterly IMC metrics report.
• Leveraged additional op/ed opportunities for the president and other OSU leaders in such venues as The Oregonian, the Register-Guard, the East Oregonian and others.
• Provided leadership in planning and execution of media activities around groundbreaking for new NOAA Pacific Fleet headquarters in Newport, an event that included participation by prominent elected officials and President Ray.