OWG 12-2 Marketing Approved Recommendations

1. Recommends creating a three-phase plan for a combined marketing strategy, which will run from July 2017 to July 2018 and will consolidate budgets, messaging, creative materials and advertising.

2. Recommend merging advertising strategically in order to increase efficiency, reduce overall costs and increase engagement among target audiences, including prospective students.

3. Recommends utilizing one centrally controlled, integrated digital signage system at all campuses, working with IT and Net-Tel to evaluate technology and to ensure consistency among digital signage systems.

4. Recommends expanding Georgia Southern’s current licensing agreement to include the Armstrong Campus and Liberty Campus.

5. Recommends ensuring that Armstrong Alumni-branded merchandise will be available for legacy use through restricted marks and/or a special “Alumni Collection”.

6. Recommends utilizing current processes and procedures regarding the use of the Georgia Southern logo, in accordance with Georgia Southern’s existing Marketing and Licensing Policies.

7. Recommends developing a master marketing plan to identify shared goals, target audiences and effective advertising to reach those audiences.

8. Recommends combining marketing efforts in order to coordinate messaging and to eliminate redundancy within target markets.

9. Recommends adopting the Georgia Southern model of Communication Officers representing the various areas and colleges of the University. Post-consolidation, communication officers would be identified by area or college and would have a dual report to both the area director or college dean and leadership within the Office of Marketing and Communications, with direct management responsibility associated with the funding unit.