

Field Stations & Nature Preserves

Strategic Branding Final Project

MBA BUS 563

Dr. Kyuho Lee

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Doug Miller
Josh Johnson
Stephen Kirschenmann
Matthew Zewan

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Snapshot and Brand Review

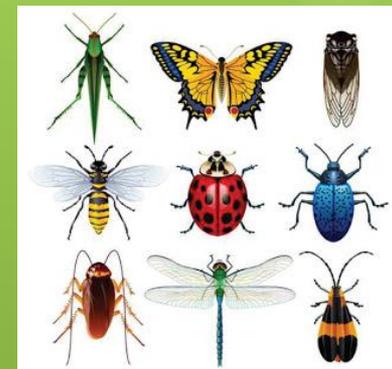
Our mission is to support academic excellence in the liberal arts and sciences by providing education and research experience in place-based learning, community engagement, diversity and sustainability.

Dr. Claudia Luke, Director SSU FSNP

- Four main components – lands, facilities, databases, programs
- Research and Educational sites – K-12, interns, grads
- WATERS Collaborative^{1, 2}
- Dr. Luke's Vision: integral to SSU, regionally significant

Current Promotional Program

- Brochures, student newspaper articles, website, minor event presence, "Insectapalooza" – no brand continuity
- No specific target audience
- No focused effort or repeated branding
- No clear picture of what it is
- No clear guidance as how to access



Existing Hurdles

Hurdle: Funding and staff size

- limit to programs
- limit marketing efforts
- limit growth

Misconceptions:

- Lack of awareness that it exists or belongs to SSU³
- How does it relate to me? As a student? As a Teacher?
- Who can use it? What's it for?

Target Market Analysis

Primary

- Prospective SSU Students – next generation
- Partnering Research – revenue and credibility

Secondary

- Current SSU Students – increase department awareness
- SSU Administration – need to buy-in to relevance

SWOT Analysis

Internal

Strengths

- Product – large, diverse land and facilities
- Sufficient staffing current needs
- Copeland Creek location
- SSU – 8000+ students, 500+ faculty, 500+ staff⁴

Weaknesses

- Lack of awareness
- Confusing/repetitive name
- Distance to majority of land
- 1.5 FTS

External

Opportunities

- Highly active community and Regionally active parks
- Sonoma County big destination
- High demand for K-12 access
- Increase public concern about ecology

Threats

- CSU Enrollment/Funding challenging
- Public perception
- Strong Regional Parks presence
- SSU community does not relate

Integrated Marketing Communications

Objectives

- Increase basic awareness⁵
- Increase understanding of features and benefits
- Increase interest and awareness in prospective students

Strategies

- Change basic branding features
- Increase direct communication with target markets
- Deepen relationship with SSU and community

Positioning and Campaign Theme

Differentiate from recreational Parks

- Bona Fide SSU operation
- Partner for elite-level research

Positioning Statement – keep as is

SSU's Preserves are at the center of sustainability initiatives at Sonoma State University. Each of our three Preserves is a unique blend of environment, culture and economy that create opportunities for teaching, research, and community engagement in liberal arts and sciences. ⁶

Slogan

Place Based Learning

Creative Recommendations 1

Name Change from...

Field Stations and Nature Preserves

- Description, not name
- Ambiguous and off putting – not related to me
- Does not lend easy usage, does lend to mistakes

To...

Nature Preserves

- Still place of research and investigation
- Not so distant or nebulous
- Lends to brand usage



Creative Recommendations 2

Logo Change from...

Current logo

- No name associated
- No tie to university
- Not even used on new site



To...

New logo⁷

- Ties to SSU
- Instantly recognizable
- Name incorporated



Marketing Objectives for Ad Campaign

Objectives

- Increase prospective student awareness
- Increase incoming/current student awareness
- Link FSNP to decision to attend SSU

Direct Marketing Recommendations

Redesign Print Brochure

- Branding consistent with update
- Consistent with other SSU marketing material
- Explain how students and faculty can use facilities
- Tie research aspect to other disciplines

Student Outreach Office

- Include brochure in office
- Get scripted into guided tour

SSU outbound Marketing Efforts

- Get included in reprints and future production runs

Internet Marketing Recommendations

Redesign Website and better link into sonoma.edu⁸

- Add logo, name change and slogan into current redesign
- Build into existing future student section of sonoma.edu
- School of Science and Technology link
- Why Choose SSU blurb
- Points of Pride link
- 10 Reasons Why PDF
- Logo



Public Relations Recommendations

Press Releases – recurring throughout year

- Potential donors, partner organizations, future students
- All state college newspapers, select high school papers, biz/tech journals, news outlets
- Examples: rebranding, new projects, ongoing projects, partnerships, grad student opportunities, research exchanges, new data/library additions, partner searches⁹

Events, Departments and Student Ambassadors

- Create tie into annual sporting events
- Set goal to partner with class from each department, each semester
- Interns and students to explain program, benefits¹⁰

Campaign Flowchart

Group	Description of Action - Section #	March		April		May	Summer 2013	Fall 2013		Spring 2014		
		1st - 16th	17th - 31st	1st - 13th	14th - 30th	1st - 18th	May - July	Aug. - Sept.	Oct. - Dec.	Jan. - Feb.	March - May	
Immediate Actions												
	Rename SSU FSNP - #8	█										
	Redesign SSU FSNP Logo - #8	█										
	Update Both Print Brochures - #12	█										
	Social Media Changes - #8 & #9	█		█								
	Press Releases for SSU Publications - #8	█		█		█						
	Feedback Through Existing Student-Feedback methods - #8	█		█		█						
	Complete Website Updates - #8			█		█						
Medium Actions												
	Email Marketing - #8			█								
	Continue Press Releases for SSU Publications - #8					█		█				
	Strengthen Relationship With SSU Schools - #8				█			█				
	Sonoma County Regional Parks Partnership Potential - #8				█		█					
	Develop Measurable Metrics - #8			█		█						
	Update Student Outreach Office Info - #11			█								
	Partner With SSU Student Organizations - #12					█		█				
	Sponsor SSU Sporting Event(s) - #12							█		█		
Long-Term Actions												
	Continue Email Marketing - #8									█		
	Continue Press Releases for SSU Publications - #8									█		
	Continue to Strengthen Relationship With SSU Schools - #8									█		



Conclusion

FSNP – Amazing Resource – Poor Brand

Create Brand Identity – Stronger Tie to SSU

- Slogan, Name Change, Logo
- Brochure Redesign
- Online, Print, PR Efforts
- Measure results



Affect Recruitment - Build program, Show value

Measurement and Evaluation

Establish current levels, measure changes in:

- Incoming Student Survey – orientation, email, online
- Existing student survey
- Number and size of research projects underway
- Number of outside partner relationships
- Number of SSU professors/departments requesting access
- Traffic to updated website
- Number of Donors

Budget Summary

Marketing Expense	Source	Quantity	Cost
Updated Brochures	vistaprint.com	1500	\$340.00*
Logo Banner for Events	vistaprint.com	2	\$60.00*
Miscellaneous	-	-	\$100.00
		TOTAL	\$500.00

*May be able to negotiate University discount.



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