

Sonoma State University Cooperative Extension

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### Abstract

This paper will outline the strategy of a rebranding campaign for the Sonoma State University Field Stations and Nature preserves. This rebranding campaign will help to clarify many misconceptions, increase brand awareness and align the mission of the preserves with a renewed appearance and brand personality. The campaign strategy provides an action plan that is designed to stimulate the student's interest and create a buzz. Taking advantage of free advertising through social networking and using this as a tool to interact and build relationships with current and future users. It also allows for direct interaction and utilization of major assets like the student and faculty of SSU. There is power in the network and our campaign will harness that power to help drive the rebranding of the SSU Field Stations and Nature Preserves. SSU Field Stations and Nature Preserves can be the ultimate resource providing academic benefits for all members of Sonoma State and the surrounding communities.

## Sonoma State University Cooperative Extension

### **Brand Review**

#### **Current Positioning**

Sonoma State University Field Stations and Nature Preserves (SSU FSNP) comprise three different acres of land donated to Sonoma State for educational research use. The mission statement of the preserves found on their website reads: “The SSU Field Stations & Nature Preserves provide lands, facilities, databases, and programs that inspire participation, collaboration, and innovation in education and research at our Preserves. Our programs create opportunities for multi-disciplinary collaborations in the arts and sciences that generate new approaches to environmental challenges.” (2008)<sup>1</sup> The idea is to provide a place where any discipline can study and interact together. The mission statement Dr. Luke gave is “to support academic excellence in the liberal arts and sciences by providing education and research experiences in place-based learning, community engagement and sustainability.” (Dr. Luke, personal communication, 2013)<sup>2</sup>

The preserves all have data sets, programs and facilities. The data sets are easily made available for anyone who wants to use them. The programs include, but are not limited to: habitat protection and restoration projects, a water collaboration project and internship trainings. The facilities include storage for samples, workspaces, conference rooms and an observatory. The three preserves are located in Mendocino and Sonoma Counties. Each preserve has been influenced by its environment, economy and culture.

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<sup>1</sup>(2008) About SSU Preserves. *SSU Field Stations & Nature Preserves*. Retrieved Feb 2013, from <http://www.sonoma.edu/preserves/about.shtml>.

<sup>2</sup> Dr. Luke, C. (2013, February). “SSU Field Stations & Nature Preserves”. *BUS 563 Strategic Branding*. Lecture Conducted from Sonoma State University, Rohnert Park, Ca.

The desire is for the preserves to be integrally associated with Sonoma State. When someone hears “Sonoma State University” it should register an automatic connection with the preserves and an understanding of their full potential. The leaders of the preserves want the students of SSU to turn to them when they need to complete a class project. The outside community is encouraged to conduct research at the preserves. The goal is to link the outside community and the students at SSU. This includes professional businesses to grade school classes.

### Competitive Review

#### Key Competitors

The key competitors identified for the SSU FSNP are the organizations listed below. Some of these organizations may not seem like direct competitors to the SSU FSNP as they offer somewhat different types of products and services. However, all of these organizations compete with SSU FSNP for donations from donors.

<u><i>Competitors</i></u>	<u><i>Location</i></u>	<u><i>Type</i></u>	<u><i>Competition</i></u>	<u><i>Resource</i></u>
Audubon Canyon Ranch Preserve	Sonoma County	Preserve	Donations	<a href="http://www.egret.org/preserves_bouverie">http://www.egret.org/preserves_bouverie</a>
Mendocino Coast Botanical Gardens	Fort Bragg	Garden	Donations	<a href="http://www.gardenbythesea.org">http://www.gardenbythesea.org</a>
Land Trust Alliance	Sonoma County	Land trusts	Donations	<a href="http://www.landtrustalliance.org">http://www.landtrustalliance.org</a>
Wells Fargo Center for the Arts	Santa Rosa	Arts	Donations	<a href="http://wellsfargocenterarts.org">http://wellsfargocenterarts.org</a>

## **Overall Assessment**

The overall assessment of these key competitors is that they do receive potential donations that the SSU FSNP could be receiving each year. We were not able to successfully quantify the amount of donations received annually for these organizations. However, we believe that these organizations take donor resources away from the SSU FSNP every year.

## **Target Market Analysis**

### **User Profile**

In order to properly analyze the marketing goals of the SSU FSNP, it is important to identify the target market. This will help to use marketing resources effectively and for the marketing team to direct advertising to a specific and manageable group of people. A variety of demographics can be used to describe the target market of FSNP. Since the FSNP is an educational resource for SSU students to utilize, this group of young adults is the primary target market for FSNP advertising. Currently there are very few students outside of the Biology department that are taking advantage of the valuable programs and opportunities that FSNP offers. It is vital to the desired increased awareness that the target market be identified to all SSU students and therefore not limited to science oriented majors.

Endorsements by SSU professors for the FSNP are pertinent to the expansion of their brand awareness. As one of the sectors of the target market, SSU professors need to be aware and knowledgeable of how FSNP programs, internships and class credit opportunities can assist their students and advance their learning to new levels.

Along with SSU professors, university administrators also need to be targeted to ensure FSNP has their support and encouragement. This will assist in being able to participate in adjunct events and spread awareness of the programs throughout SSU.

Many community members would also be considered part of the target market. Specifically, those that would like to conduct research, access the FSNP databases, or donate to enhance the dynamic learning facilities. SSU FSNP has the ability to integrate community needs such as water resource research and complex nature issues with SSU student and doctoral research.

### **Decision Criteria**

With each segment of the target market, there are a variety of factors that go into making the decision to utilize the FSNP resources. Students would estimate the educational value and opportunity cost involved with spending time at the preserves. With the exuberant amount of time they spend with extracurricular activities and academic projects, they have to weigh the benefits received from investing time and research at the FSNP. Convenience is also a decision factor that many segments of the target market would consider. If the traveling proximity is far to extensive, students, teachers, and community members might look for alternatives that are more convenient.

## **SWOT Analysis**

### **Strengths**

The strengths primarily lie in the strength and identity of the Sonoma State brand and the reputation that the university has created in academia and the local communities. Due to that reputation, the FSNP has been able to establish themselves as a credible learning source for elementary students, undergraduates, graduates and researchers who wish to utilize the trove of data made available by the FSNP. Aside from the data and subsequent publications that the preserves has collected and provides, the preserves offers up its facilities for others to use and learn from. Those facilities include meeting rooms, camping options and an observatory. The

size of the FSNP organization can also be a positive. The small size allows the FSNP to be agile and adapt to changes in academia and the external environment faster due to the fewer number of variables to account for in such changes.

### **Weaknesses**

The SSU FSNP has some weaknesses that slow down the growth and efforts of the preserves. Promotion and recognition are two major areas that the FSNP can continually work to improve. Recognition pertains mainly to the fact that most students and people on the actual campus of SSU do not know what or where the preserves are. The preserves can offer many learning opportunities to all disciplines that are being taught on campus but the School of Science and Technology appear to be the only ones aware of the preserves' value. Continued and consistent promotion of the preserves and their value to the students of SSU and the surrounding business community is severely lacking. Most people perceive the SSU FSNP as a place on campus or nature preserve where people can go hike and explore, not a place-based learning experience. The small size and lack of resources from a financial stand point makes it difficult for the FSNP to be recognized on a larger level and to expand operations or have the ability to upgrade current facilities.

### **Opportunities**

There are a host of opportunities for the FSNP to improve their recognition, promotion and ultimately attract more donors that can help the FSNP achieve their goals. A major opportunity involves rebranding the FSNP as a hip, cool opportunity for students to learn. By rebranding the FSNP, this includes the name and logo; some of those misconceptions about the affiliation of the FSNP with SSU and its actual purpose can be addressed. Another bonus of the rebranding will induce some excitement and curiosity amongst the student base. Engaging the

student base is going to be most successful by interacting with them on a level they commonly use, social media. This is a huge opportunity. The Facebook® page currently only has 275 likes with no pictures posted in the last 2 years. Other websites like Instagram®, Twitter and Pinterest® can all be integrated with Facebook® and offer a more consistent output of FSNP news and updates. Having a presence on multiple networks also allows the students and FSNP more opportunities to interact with each other, learning and discovering new ways to help each other achieve their common goals. Promotion is not just limited to the online directories. Opportunities exist to make pamphlets and on-campus advertising more attractive and enticing to utilize the strength that student body can provide. The pamphlets and adverts should detail how a business or math student can benefit from the FSNP programs.

### **Threats**

The threats that pose the greatest negative to the FSNP are other student organizations, charitable groups, economic conditions and lack of consistency. Students on all campuses have minimal time to put towards new ventures. The schedules are filled with classes, jobs, athletics, student organizations and other social activities. The FSNP are not conveniently located for a student to visit in between classes with every other facet of the SSU experience being in or around campus. Other charitable groups that vie for similar donors also pose a threat to the FSNP. As economic conditions continue to be unsteady there may be unwillingness for donors to donate as they did previously, thus contracting the donor pool and creating more competition amongst charitable organizations. Changes in the tax code may also affect the donor's thought process if the tax changes prove to be unfavorable for them. As the FSNP expands their presence through social media and other advertising channels it is important to be aware of the message. An inconsistent look and message can confuse potential donors, interested students and

community members to the point that they do not want to be involved for any number of reasons. This means ensuring the name, logo and message usage is uniform and consistent across all public platforms.

### **Marketing Goals**

The primary marketing goal for the SSU Field Stations and Nature Preserves is to connect its identity to SSU and make people aware that it exists. The second marketing goal is to promote relationships with potential future users of the preserves, such as: donors, teachers, students and community members.

Getting people, primarily SSU students, excited about the preserves will be accomplished through gaining better awareness of the preserves and what is going on at the different locations. This will be accomplished through significant increase in the use of social media, finding students across all disciplines to do projects or internships, and greater interaction with those who are connected with or should be connected with SSU FSNP. Additionally, introduction of a new name, logo and slogan will better catch people's attention and stick with them. The goal is to get people to not only hear about the preserves but to interact with them as well. Part of promoting these relationships involves the challenge of clearing up misconceptions people have.

### **Promotional Program Situation Analysis**

The promotional program situation at the SSU FSNP seems to be not as effective as it could be. For the purposes of this rebranding campaign, a short survey was conducted in February 2013 of 65 current and former students of SSU (Appendix A). From the marketing research conducted, the overall familiarity respondents had with the SSU FSNP on a scale from 1 to 7 averaged 1.61. In addition, 85% of survey respondents said they had no idea what the SSU FSNP was. Interestingly enough, 100% of the biology majors who took the survey were aware

of the preserves and had either worked for or done research at one of the preserves. It has been concluded from this research that the SSU FSNP has been successful in its strategy to promote to the biology majors. However, it is apparent that SSU FSNP has focused primarily on biology majors and should expand their promotion to other degree programs. One of the geology major survey respondents had a relevant quote *“I felt that the biology department had the upper hand on the activities that happened at the field stations and preserves.”*

Promotional programs that SSU FSNP is currently employing are word of mouth, pamphlets, Facebook® page, and websites for each preserve. While this is a good start, the SSU FSNP needs to expand and add to their promotional programs. The SSU FSNP should plan more events, inviting more people to come learn what the preserves have to offer. The strategy would be to generate more brand awareness with these events. The SSU FSNP should have an active presence at Seawolf Day (April 13<sup>th</sup>, 2013) for incoming freshmen, targeting these new potential students early in their college careers will help grow the brand. Also, the SSU FSNP should focus on publishing more articles in local newspapers (STAR and Press Democrat) about the various activities and events happening at the preserves. It was noted in the marketing research that was conducted that newspaper articles were one of the ways a few of the respondents had learned about the SSU FSNP. The SSU FSNP should reach out and connect with other youth organizations such as FFA and boys and girls clubs, not just school classrooms. By expanding and adding to their current promotional strategy, it is expected that the SSU FSNP can grow its brand awareness to unreached levels.

### **Current and Expired Marketing**

## **Strengths and Weaknesses**

Since 2009, SSU FSNP has held an annual fundraising open house dedicated to their Entomology Education Program called Insecta-Palooza!. Through this event, the goal of SSU FSNP is to promote awareness of its many programs and educational opportunities that are available. Specifically, the Entomology Educational Program focuses on increasing appreciation for the critical role of insect biodiversity in ecosystems. Unfortunately, the Insecta-Palooza! event has not effectively accomplished its entire goal of marketing and attracting donors, participants and collaborators. When attendees leave the fundraiser, many have the misconception that the SSU Entomology department hosts it. SSU does not even have an Entomology department. At the core of this marketing problem is proper branding of the Nature Preserves. Beginning this year, Insecta-Palooza! has been discontinued because of its failed attempts to increase awareness. SSU FSNP has plans to revamp the event as “Walk Through the Watershed”, focusing more on their partnership with WATERS (Watershed Academics To Enhance Regional Sustainability) and the Sonoma County Water Agency.

SSU FSNP currently uses Facebook® as their primary social media outlet to target interested parties. Posts on their Facebook® page include pictures, announcements, invitations, updates on events and links to partnership sites and related articles. One of the issues with the Facebook® page is that it does not follow the same branding of FSNP as the website and other marketing. Instead of its full name on the Facebook® page, it is titled “Sonoma State University Preserves”. There is also another Facebook® page that should be deleted that has the title “Sonoma State Preserves”. This can cause confusion among interested parties because their branding is neither consistent nor recognizable. SSU FSNP’s Facebook® events page has only

one past event listed, a Potluck of Appreciation, which occurred on May 16, 2009. It is obvious that the effective use of this 'events' link is no longer being used like it properly should be.

### **Overall Assessment**

Misconceptions of the SSU FSNP are abundant among Sonoma county community members and SSU faculty, students and alumni. It is believed that the preserves are pristine lands that are closed for access and difficult for people to use. Many members of the target market for the SSU FSNP are unaware of the databases, programs and trainings that are available and do not believe that what they offer is relevant to their disciplines. Its current use of fundraising events and social media has proven to be ineffective and therefore it is absolutely vital for the SSU FSNP to make their marketing more integrated, consistent, and intriguing to its target market.

### **Integrated Marketing Communications: Objectives and Strategies**

The marketing communications effort will be aimed at growing the awareness of the FSNP brand exponentially among students of SSU. More specifically the objectives are aimed at retaining and communicating to the students once they show interest in the FSNP program.

### **Campaign Objectives**

- Increase awareness of FSNP among students by 25% in a three-month time period
- Increase trial of FSNP among students outside the School of Science and Technology by 100% in 9-month time period

### **Campaign Strategies**

- Place advertising and articles in STAR and Press Democrat newspapers
- Make presentations to School of Business class faculty during faculty meeting explaining possible benefits to them...repeat with students at beginning of Fall '13 semester.

- Set up booth in SSU main quad April 13<sup>th</sup>, 2013 for Seawolf Day. Attract future students and current students (free magnets, stickers, pamphlets) Hold contest

### **Communications Objectives**

**Awareness Objectives:** To build the awareness amongst current and future students, a booth can be opened up in the main quad on Seawolf Day (April 13<sup>th</sup>, 2013). At this time a contest can be administered to gain some insight about the student body and earn some social media followers. The giveaway will be an iPad mini™ or Kindle Fire™. In order to be entered in the contest the contestant must answer a short survey about the FSNP and then “Like” the FSNP Facebook® page.

**Knowledge Objectives:** For the departments that are not too familiar with the FSNP, an in-class presentation will take place to shed some light and dispel any misconceptions about the true purpose of the FSNP. In addition the presentation will inform the students specifically how their degree choices can be enhanced by interacting with what FSNP has to offer.

**Liking Objectives:** Some students within the School of Science and Technology that are aware of FSNP may find it difficult to gain access or have an unfavorable view of the FSNP programs, will be encouraged to interact through the social media channels. This will allow the FSNP social media arm to evaluate current problems as well as find ways to keep those engaged by providing online content to satisfy the student’s needs and concerns.

**Preference Objectives:** Competition for students’ time is difficult to come by. In order to transition and keep those who want to be involved but don’t have time or are unwilling to commit, in a physical sense, will be encouraged to interact via the social media networks. Sharing, posting, liking and tweeting will take a minimal amount of time to do from the students’

point of view but they can still benefit from the information they receive from the FSNP.

### **Positioning and Campaign Theme**

#### **Positioning Strategy**

The SSU Co-Op eX is available for anyone interested in research and education. The cost to access the land and use the facilities is free. The preserves are relevant to any discipline and major on any college or university campus, to business professionals seeking a place to conduct research, and any class who wants to gain educational or field experience. While this is the same strategy that the preserves already have, the positioning is changing to catch people's attention and interest to do projects at the preserves.

#### **Positioning Statement**

The mission statement for Co-Op eX is remaining the same. It reads, "to support academic excellence in the liberal arts and sciences by providing education and research experiences in place-based learning, community engagement and sustainability." (Dr. Luke, personal communication, 2013)<sup>3</sup>

#### **Campaign Theme**

The new slogan for Co-Op eX is "creating value through dynamic learning". The statement is concise, catchy and communicates clearly the objectives of the preserves. People can quickly learn that the Co-Op eX provides lands for people to create valuable learning experiences that happen in many exciting/dynamic ways.

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<sup>3</sup> Dr. Luke, C. (2013, February). "SSU Field Stations & Nature Preserves". *BUS 563 Strategic Branding*. Lecture Conducted from Sonoma State University, Rohnert Park, Ca.

### **Creative Recommendations**

As noted earlier, the primary recommendation is to rebrand the FSNP and focus on planning more events to increase brand awareness. A change of the name from SSU Field Stations and Nature Preserves to SSU Cooperative Extension better identifies its brand with its mission to be collaborative with an extended part of Sonoma State and its surrounding communities. Also, it implies that the SSU Cooperative Extension is not on-campus, correcting current misconceptions. This name also allows for expansion of interdisciplinary studies to become more interactive with the programs. The current name, FSNP, repels business and art majors because they expect it only to be ecology focused. For short, it will be referred to as Co-Op eX, which has a modern look, sound and feel to it. This will assist in attracting students to participate and, at the very least, become intrigued at what they can benefit from through participating in the Co-Op eX. Along with the new name and logo for Co-Op eX, a new slogan will also be introduced: Creating value through dynamic learning. This will be intriguing to all fields of discipline so that business and biology majors alike will have a sparked interest.

It is also recommended that Co-Op eX have a strong and memorable presence at Seawolf days to engage new and potential students early on in their college careers. Targeting students earlier in their college careers is an important factor in growing the Co-Op eX brand long term.

Another recommendation is that Co-Op eX should raffle off an iPad mini at Seawolf days. One of the main problems with the current advertising and promotional strategy is that students are not interested in what they don't perceive as cool. The goal is to create buzz and excitement with these raffles. The prizes need to be popular items that student's need, care about and be what they perceive is worth their time to fill out a short survey.

The raffle will create excitement, engagement and introduce students to the new Co-Op eX brand. We believe that creatively engaging students in ways like this will ultimately increase brand awareness and persuade students that Co-Op eX is cool. It will also be a source of statistics to provide measurable result analysis over time. Since Seawolf days happen annually, Co-Op eX can track how much their awareness has increased through the years after rebranding. The raffle strategy is a cost effective way to create the most excitement for the least amount of money. The price for an iPad mini™ starts at \$329<sup>4</sup>. This popular item will grab student's attention and introduce them to all of what Co-Op eX has to offer.

The overall objectives for the new strategy would be to engage students and persuade them Co-Op eX is relevant. Most of the respondents to the marketing research survey, other than the biology majors, expressed that they did not know what the preserves had to offer. This event and raffle will create excitement and buy-in with students across all majors, not just biology. It will also introduce students to what Co-Op eX has to offer and why the preserves are important to SSU. This will be an effective strategy in the short term and long term if continued each year at Seawolf days.

### **Overall Marketing Objectives for Advertising Campaign**

#### **Target Audience Objectives**

As mentioned previously, there are several audiences to direct the new Co-Op eX advertising campaign toward. While there are students, faculty, community members and the general public, this specific campaign will be geared primarily towards increasing awareness to current and future SSU students. The objective is to not only increase awareness by 25% in a three-month time period, but through effective advertising, create an accurate picture to those

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<sup>4</sup> <http://www.apple.com/ipad-mini/overview/>

students of what Co-Op eX is and how it can benefit them. It is important for students to understand that no matter what major they have or have not declared, Co-Op eX can be a valuable resource for a variety of academia tools. Over nine months, this advertising campaign will attempt to increase the active use of the preserves by students outside of the School of Science and Technology by 100%.

### **Direct Marketing**

Included in the direct marketing advertising campaign objectives is the use of redesigned tri-fold pamphlet as seen in Appendix B. This will be available for handing out at the Seawolf promotional event as well as in convenient locations for students like the Salazar hall. By placing this pamphlet in a location that all students will pass by, for instance while getting their student ID card, will increase the face time with the Co-Op eX brand materials. The use of an effective tri-fold will help to correct misconceptions of what the preserves are used for and attract students to visit social media sites. This we will enhance their image and link their purpose and mission directly to brand personality and appearance.

### **Internet Marketing**

**Website Redesign:** In order to better align the Co-Op eX with the SSU brand, this campaign will include a complete redesign of the current website: [www.sonoma.edu/preserves/](http://www.sonoma.edu/preserves/).

**Social Media:** Social Media is beyond important to utilize for the preserves and in the rebranding of the preserves. A poll taken in 2012 by Statistic Brain notates that 98% of people ages 18-24 use a social networking site. Since the target audience of Co-Op eX is primarily people in this college age group, it is vital to have a positive and growing presence on all social networking sites.

## Media Flowchart

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Website	★	★	★	★	★	★	★	★	★	★	★	★
Social Media	★	★	★	★	★	★	★	★	★	★	★	★
Tri-fold	★	★			★	★	★	★	★	★	★	★
Star & PD Newspaper					★	★	★			★	★	★
YouTube Video	★	★			★	★		★	★	★		

## Direct Marketing Recommendations

### Tri-fold Pamphlet

The target audience for the updated tri-fold pamphlet is primarily going to be visitors to the Sonoma State campus. These visitors include daily visitors such as students and faculty but visitors can also mean prospective students, parents, and any other guest of the school. The students and faculty will be the primary recipients of the messages in the tri-fold, as they are the ones with the most potential exposure based on the frequency and time spent in and around the display areas. The objective is to increase the exposure of the Co-Op eX brand through a tangible source that conveys proper information and while simultaneously dispelling previous misconceptions about Co-Op eX and its offerings. Providing information that leads to more information is the goal. Reaching the target in this manner allows the consumer to digest the information provided at their leisure and decide how they want discover further information. Those additional discovery options are detailed in the tri-fold and the social media, website and general contact information.

Keeping in mind the overall budget constraint, initially printing new pamphlets will have an estimated cost of \$169 for 250 pamphlets. The 250 pamphlets will not be placed out all over the place. We will place the tri-fold in three locations, Charlie Brown's Café, The Pub and Customer Service (where Student ID card pick-up is located). These are high traffic areas and will ensure that we are getting many eyes on the material even if only a few are taking the actual pamphlet.

### Internet/Interactive Recommendations

#### Website

SSU Co-Op eX's website needs to resemble the look of Sonoma State's main website. This is another way to connect the SSU identity to the cooperative extension. People who know Sonoma State have more than likely visited and are familiar with the basic design of the website. The connection of the two websites will create easy navigation for people who come to the cooperative extension website.

#### Social Media

There are a lot of different forms of social media. The SSU Cooperative Extension needs to be



constantly using these outlets to reach and stay connected with their audiences. Whether it is Facebook, Instagram, Twitter or YouTube, to name a few, they need to be updated daily. Some great ways to keep people coming to the social media pages include: posting articles/pictures/videos, posing questions and posting Co-Op eX updates. This creates a personal experience without visiting the physical locations. Encourage people to

connect to the social media sites.

Every social media site that SSU Co-Op eX has needs to be linked. The website should list the LinkedIn page, the Facebook page, the Pinterest page, etc. and vice-versa. This encourages Twitter followers to start following on Pinterest, LinkedIn users to follow in Twitter, etc. Hashtags have become a useful tool to categorize photos, conversations, articles and videos. A hashtag is “a word or phrase preceded by a hash sign (#), used on social media sites such as Twitter to identify messages on a specific topic...”<sup>5</sup> (2013) When a topic is searched, every post with an associated hashtag will appear. There is no limit to how many hashtags can be used in a particular post. It is recommended to have a multiple hashtags; but remember, too much of a good thing can be a bad thing.

Pin a picture on Pinterest, upload it to Instagram and post it on Facebook. It is very easy to upload photos straight from a smartphone to many social media networks. Along with pictures, create videos about what is happening at the Co-Op eX locations. Post student or professional research papers done using the preserves. Not all material posted on the sites need to be directly related to what is happening at the Co-Op eX locations. Post a current relevant article such as “Evolution and the Ice Age”<sup>6</sup> (2013). Videos also allow for some diversity in content. Posting fun videos such as “Funny Animals – Best of!”<sup>7</sup> (Bohn, 2010), will create an opportunity to encourage irregular visitors to come to the pages.

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<sup>5</sup> “hashtag”. *Oxford Dictionaries*. Retrieved February 2013, from <http://oxforddictionaries.com/definition/english/hashtag>

<sup>6</sup> Bournemouth University (2013, February 26). Evolution and the ice age. *ScienceDaily*. Retrieved March 2013, from <http://www.sciencedaily.com/releases/2013/02/130226135241.htm>

<sup>7</sup> Bohn, Alex (2010) Funny Talking Animals – Best of! [Video File]. Retrieved from [http://www.youtube.com/watch?v=f-Kt\\_kuYVtU](http://www.youtube.com/watch?v=f-Kt_kuYVtU)

## **Public Relations Recommendations**

One of our public relations recommendations is to make an effort to plan events and focus on getting more articles published about the preserves with different news outlets such as STAR and Press Democrat. The target audience is broad and includes students, teachers, community members, funders/clients, researchers, other CSU's, donors and university administration. With more events such as Seawolf days and updates about the preserves published in local news outlets will improve public relations and brand awareness.

The overall objective to accomplish with this strategy is to increase brand awareness with each target audience segment. From the marketing research survey conducted for the purposes of this project, a few respondents noted that the only exposure they had to the preserves was through articles published in the Press Democrat. It has been concluded that there are many people that get their only information about the preserves through these news outlets. This is a great way to update the target audiences on what is new and relevant at the preserves. This strategy is also a great way to gain exposure with limited resources.

Working within a \$500 budget, it was important to focus on a cost effective promotion and public relation strategy. Raffle prizes at local events and more articles published by local news outlets will provide the most excitement and buzz for the least amount of money. It will also reach the most amounts of people within our target audience segment with the limited resources. This can be an effective long-term strategy. Building brand awareness and public relations is a continuous strategy and process of ongoing improvement.

### Campaign Flowchart

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Promote New Brand Coop Ex	★	★	★	★	★	★	★	★	★	★	★	★
Seawolf Day Give-away	★											
In-Person Pitch to SSU faculty	★	★			★	★			★	★	★	
Get Interns for Next year	★	★										
Events		★						★				

### Measurement and Evaluation

During the campaign there measurement and evaluation can be done on a daily, weekly, monthly basis. Since a lot of our exposure goals involve various social media sites, we can easily log on to view the results of the campaign. For instance, Facebook© offers an analytics aspect to all posts that are made from a Pages account<sup>8</sup>. These analytics provide insights like how many “Likes”, daily reach of posts, and how many people shared or interacted with a post by commenting, liking or sharing. Paid promotion of posts on



<sup>8</sup> (Par 1 Productions, 2013)

Facebook© also can greatly increase the reach of a particular post or set of posts made by the Page Admin. Other sites like Twitter© and Instagram© won't have all the in depth analytics that Facebook© provides but instant updates about how many new followers and shares of photos and tweets are made available. All the sites make it very easy to track various levels of involvement by the users. These interactions can be recorded in a spreadsheet to determine if the exposure goals are being met and on schedule. After periodic measurement and evaluation of the results, a new action plan can be modified to build off momentum that has been established from the initial launch of the campaigns.

Another analytic option is to measure and evaluate the quality of visits to the website. Google Analytics© is a free and excellent resource<sup>9</sup>. Signing up is easy and free for the basic level of service. Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also shows advertising, pay-per-click networks, e-mail marketing (Constant Contact) and digital collateral such as links within PDF documents. The user tracking features shows unique visitors (Co-Op eX virgins), what pages they clicked on and where they are from. It is an incredible tool that has other features but requires a premium subscription. For now, the basic level will provide enough important information about visitors to construct a better vision of who is checking Co-Op eX out.

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<sup>9</sup> (Wikipedia, 2013)

### **Budget Summary**

The budget for this marketing campaign is \$500 and it has been allocated to the marketing expenses listed below.

	<u>Quantity</u>	<u>Cost</u>
iPad mini™	1	\$329
New Pamphlets	250	\$169
Total expenditures		\$498

These are the items that are to be purchase with the marketing campaign resources allotted. The iPad mini™ will be purchased for \$329<sup>10</sup> and will be the grand prize for the Seawolf day raffle. Those that want to be entered into the raffle will be asked to complete a short survey and upon completion will be entered to win an iPad mini™. The new pamphlets we are proposing to purchase are redesigned and branded Co-Op eX pamphlets to give out at the events. These new pamphlets are estimated to cost \$169 for 250 pamphlets<sup>11</sup>. The total cost of both expenditures needed to implement the new strategy will be around \$498. Overall, the marketing campaign will be effectively implemented for under \$500.

### **Conclusion**

In Summary, this rebranding advertising campaign will help to clarify misconceptions, increase brand awareness and participation, and align the mission of the preserves with its renewed appearance and brand personality. By making the most out of free advertising such as

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<sup>10</sup> <http://www.apple.com/ipad-mini/overview/>

<sup>11</sup> <http://www.actualprint.com/Pamphlets.pdf>

social networking and using it as a tool to interact and build relationships with its target market, the new brand Co-Op eX will effectively attract existing and future SSU students. When hosting events and showcasing programs, Co-Op eX will be able to catch the attention of new donors and community partnerships. Our campaign not only provides an action plan that is designed to stimulate the students and create a buzz but it allows for direct interaction and utilization of a major asset, which are the student and faculty of SSU. There is power in the network and our campaign will harness that power to help drive the rebranding of Co-Op eX. Co-Op eX can be the ultimate resource providing academic benefits for all members of Sonoma State and the surrounding communities.

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## Appendices

### Appendix A

#### Survey Results

##### Marketing Research Survey

**1. How familiar are you with the SSU Field Stations and Nature Preserves on a scale from 1-7? (Circle one that applies, 7 being the most familiar and 1 being the least familiar)**

-        1        2        3        4        5        6        7

*Results: Average 1.62*

**2. How applicable is the SSU Field Stations and Nature Preserves to your major on a scale from 1-7? (Circle one that applies, 7 being the most applicable and 1 being the least applicable)**

-        1        2        3        4        5        6        7

*Results: Average 1.57*

**3. Did you know that the SSU Field Stations and Nature Preserves provided some of these services below? (Yes or No)**

- Education \_\_\_\_\_ *Results: 47 no, 18 yes*

- Research Experience \_\_\_\_\_ *Results: 50 no, 15 yes*

- Databases of information \_\_\_\_\_ *Results: 54 no, 11 yes*

- Training \_\_\_\_\_ *Results: 57 no, 8 yes*

- Internship Opportunities \_\_\_\_\_ *Results: 52 no, 13 yes*

- Tours and Field Trips \_\_\_\_\_ *Results: 49 no, 16 yes*

- Community Involvement \_\_\_\_\_ *Results: 55 no, 10 yes*

- Programs \_\_\_\_\_ *Results: 49 no, 16 yes*

**4. Would you have any interest in visiting the SSU Field Stations and Nature Preserves? (Circle one that applies)**

Yes

No

Maybe

*Results: 35.94% Yes, 14.06% No, 50% Maybe*

**5. When you hear Field Stations and Nature Preserve, what comes to mind?**

A. Place to hike

B. Learning center

C. No Trespassing

D. Other

*Results: 58.46% Place to hike, 47.69% Learning center, 9.23% No trespassing*

**6. Where are the SSU Field Stations and Nature Preserves located?**

A. On Campus

B. Off Campus

C. I do not know

*Results: 7.69% On Campus, 23.08% Off Campus, 69.23% I don't know*

## 7. Please describe your experience with the SSU Field Stations and Nature Preserves.

### Results:

None  
 2/26/2013 11:25 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:24 AM [View respondent's answers](#)  
 Great, former employee  
 2/26/2013 11:23 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:21 AM [View respondent's answers](#)  
 I don't have one.  
 2/26/2013 11:19 AM [View respondent's answers](#)  
 No experience  
 2/26/2013 11:18 AM [View respondent's answers](#)  
 None, but I want to learn about it.  
 2/26/2013 11:17 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:17 AM [View respondent's answers](#)  
 None  
 2/26/2013 11:16 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:15 AM [View respondent's answers](#)  
 I don't have any.  
 2/26/2013 11:14 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:14 AM [View respondent's answers](#)  
 I'm not entirely sure what it is.  
 2/26/2013 11:12 AM [View respondent's answers](#)  
 Not sure what they even do.  
 2/26/2013 11:12 AM [View respondent's answers](#)  
 Field trip, educational hike  
 2/26/2013 11:11 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:10 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:09 AM [View respondent's answers](#)  
 Friend does internship work.  
 2/26/2013 11:08 AM [View respondent's answers](#)  
 I have never heard of this place and I don't know what it is.  
 2/26/2013 11:07 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:06 AM [View respondent's answers](#)  
 I think I may have walked there before.  
 2/26/2013 11:05 AM [View respondent's answers](#)  
 Never heard of it.  
 2/26/2013 11:04 AM [View respondent's answers](#)  
 I haven't been there.  
 2/26/2013 11:03 AM [View respondent's answers](#)  
 Non  
 2/26/2013 11:02 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 11:01 AM [View respondent's answers](#)  
 Do not have one, however a few friends have received internships.  
 2/26/2013 11:00 AM [View respondent's answers](#)  
 I have absolutely no experience to it at all  
 2/26/2013 10:59 AM [View respondent's answers](#)  
 I don't have any experience but if it means hiking I'm interested on going there.  
 2/26/2013 10:57 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 10:56 AM [View respondent's answers](#)  
 N/A  
 2/26/2013 10:55 AM [View respondent's answers](#)  
 I didn't know it existed.  
 2/26/2013 10:54 AM [View respondent's answers](#)

None

2/26/2013 10:53 AM [View respondent's answers](#)

N/A

2/26/2013 10:52 AM [View respondent's answers](#)

none

2/20/2013 7:00 AM [View respondent's answers](#)

I have never been.

2/19/2013 11:23 PM [View respondent's answers](#)

None

2/19/2013 8:44 PM [View respondent's answers](#)

I've heard of them but have never been there myself. I felt that the biology department had the upper hand on the activities that happens at the field stations.

2/19/2013 8:41 PM [View respondent's answers](#)

I have limited knowledge of them most of which has come from articles in the Press Democrat.

2/19/2013 8:29 PM [View respondent's answers](#)

None

2/19/2013 8:13 PM [View respondent's answers](#)

None

2/19/2013 8:08 PM [View respondent's answers](#)

i had the opportunity to work on multiple graduate projects, participate in the naturalist program, lead hikes, do my own senior project, hike, explore, teach others, and was even a stewardship assistant for a few months at the SSU preserves.

2/19/2013 7:58 PM [View respondent's answers](#)

Galbreath was beautiful and Fairfield gave me tick bites! Overall, a great escape from the classroom!

2/19/2013 7:53 PM [View respondent's answers](#)

None

2/19/2013 7:46 PM [View respondent's answers](#)

n/a

2/19/2013 7:37 PM [View respondent's answers](#)

I worked with the Entomology Outreach Program throughout all of undergrad.

2/19/2013 7:23 PM [View respondent's answers](#)

I don't have any experiences at these locations

2/19/2013 7:22 PM [View respondent's answers](#)

None

2/19/2013 7:19 PM [View respondent's answers](#)

None, didn't know it existed

2/19/2013 5:58 AM [View respondent's answers](#)

I was a student for 5 years and have no idea what you are talking about

2/18/2013 10:44 PM [View respondent's answers](#)

I've never heard of them!

2/18/2013 9:11 PM [View respondent's answers](#)

Never heard of them

2/18/2013 4:33 PM [View respondent's answers](#)

NEw to me!

2/18/2013 3:58 PM [View respondent's answers](#)

I have never heard of them and didn't know they existed.

2/18/2013 3:30 PM [View respondent's answers](#)

I have no idea what they are

2/18/2013 3:27 PM [View respondent's answers](#)

Ummm... If I'm thinking of the correct areas, I used to run through there and did some Saturday sidekicks activities there.

2/18/2013 3:20 PM [View respondent's answers](#)

I have no experience with SSU Field Stations and Nature Preserves.

2/18/2013 3:20 PM [View respondent's answers](#)

I actually have no idea what they are. Sounds like a regional park for wildlife protection.

2/18/2013 2:54 PM [View respondent's answers](#)

I heard about the Osborne Nature preserve and I'm not sure if this is a different one, but he preserve up in Boonville area.

2/18/2013 2:42 PM [View respondent's answers](#)

## 8. What was/is your undergraduate Major?

### Results:

Econ

2/26/2013 11:25 AM [View respondent's answers](#)

Business admin

2/26/2013 11:24 AM [View respondent's answers](#)

Biology

2/26/2013 11:23 AM [View respondent's answers](#)

Math

2/26/2013 11:21 AM [View respondent's answers](#)

Marketing  
2/26/2013 11:19 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:18 AM [View respondent's answers](#)  
Business  
2/26/2013 11:17 AM [View respondent's answers](#)  
Business  
2/26/2013 11:17 AM [View respondent's answers](#)  
Business  
2/26/2013 11:16 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:15 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:14 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:14 AM [View respondent's answers](#)  
Business Administration  
2/26/2013 11:12 AM [View respondent's answers](#)  
Business Administration  
2/26/2013 11:12 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:11 AM [View respondent's answers](#)  
Business  
2/26/2013 11:10 AM [View respondent's answers](#)  
Business  
2/26/2013 11:09 AM [View respondent's answers](#)  
Business  
2/26/2013 11:08 AM [View respondent's answers](#)  
Business  
2/26/2013 11:07 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:06 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:05 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:04 AM [View respondent's answers](#)  
Business  
2/26/2013 11:03 AM [View respondent's answers](#)  
Marketing  
2/26/2013 11:02 AM [View respondent's answers](#)  
Business  
2/26/2013 11:01 AM [View respondent's answers](#)  
Business Administration  
2/26/2013 11:00 AM [View respondent's answers](#)  
Business  
2/26/2013 10:59 AM [View respondent's answers](#)  
Marketing  
2/26/2013 10:57 AM [View respondent's answers](#)  
English  
2/26/2013 10:56 AM [View respondent's answers](#)  
Business Administration  
2/26/2013 10:55 AM [View respondent's answers](#)  
Marketing  
2/26/2013 10:54 AM [View respondent's answers](#)  
Marketing  
2/26/2013 10:53 AM [View respondent's answers](#)  
Business  
2/26/2013 10:52 AM [View respondent's answers](#)  
Natural resource management  
2/20/2013 7:00 AM [View respondent's answers](#)  
Communications Studies  
2/19/2013 11:23 PM [View respondent's answers](#)  
History  
2/19/2013 8:44 PM [View respondent's answers](#)  
B.S. Geology  
2/19/2013 8:41 PM [View respondent's answers](#)  
Mathematics  
2/19/2013 8:29 PM [View respondent's answers](#)  
Accounting/Finance

2/19/2013 8:13 PM [View respondent's answers](#)  
Marketing  
2/19/2013 8:08 PM [View respondent's answers](#)  
environmental studies and planning w/bio minor  
2/19/2013 7:58 PM [View respondent's answers](#)  
Biology  
2/19/2013 7:53 PM [View respondent's answers](#)  
Communications  
2/19/2013 7:52 PM [View respondent's answers](#)  
Biochemistry  
2/19/2013 7:46 PM [View respondent's answers](#)  
math  
2/19/2013 7:37 PM [View respondent's answers](#)  
Biology  
2/19/2013 7:23 PM [View respondent's answers](#)  
Criminology  
2/19/2013 7:22 PM [View respondent's answers](#)  
B.S. Geology  
2/19/2013 7:19 PM [View respondent's answers](#)  
Mathematics  
2/19/2013 7:19 PM [View respondent's answers](#)  
Business - Finance  
2/19/2013 5:58 AM [View respondent's answers](#)  
BS in BA and MBA  
2/18/2013 11:35 PM [View respondent's answers](#)  
Psychology  
2/18/2013 10:44 PM [View respondent's answers](#)  
Marketing  
2/18/2013 9:25 PM [View respondent's answers](#)  
Business admin  
2/18/2013 9:11 PM [View respondent's answers](#)  
Kinesiology  
2/18/2013 4:33 PM [View respondent's answers](#)  
Enology  
2/18/2013 3:58 PM [View respondent's answers](#)  
Bus Admin  
2/18/2013 3:36 PM [View respondent's answers](#)  
psychology  
2/18/2013 3:30 PM [View respondent's answers](#)  
Computer science  
2/18/2013 3:27 PM [View respondent's answers](#)  
Adapted physical education.  
2/18/2013 3:20 PM [View respondent's answers](#)  
Sociology  
2/18/2013 3:20 PM [View respondent's answers](#)  
English  
2/18/2013 3:01 PM [View respondent's answers](#)  
Business Admin  
2/18/2013 2:54 PM [View respondent's answers](#)  
business  
2/18/2013 2:42 PM [View respondent's answers](#)

**9. My highest level of education is (Circle one that applies):**

- High school
- Attended college
- Undergraduate degree
- Graduate School and above

*Results: 1.54% High School, 26.15% Attended college, 52.31% Undergraduate degree, 20% Graduate and above*

**11. My age is:**

- Under 20
- 21-30
- 31-40
- 41-50
- Above 50

*Results: 1.54% Under 20, 86.15% 21-30, 6.15% 31-40, 4.62% 41-50, 1.54% Above 51*

Appendix B



Additional information about SSU Cooperative Extension can be found at:

 facebook

 instagram

 twitter

 pinterest

### Our Mission

SSU Cooperative Extension creates value for you through dynamic learning and interdisciplinary research. Internship opportunities, community outreach programs and education databases are only a few of our many resources.





### Cooperative Extension




Dr. Claudia Luke  
 School of Science and Technology  
 Sonoma State University  
 1801 E. Cotati Ave, Rohnert Park, CA 94928-3609

experiment  
 explore  
 excel



Fairfield Osborn Preserve



“WOW!”  
 Sonoma State University Co-op Ex has **three** beautiful off-campus preserves ranging in size from 40 acres to almost 4,000 acres!

### Creating value through dynamic learning



Biologists, engineers, geologists, computer scientists, economists, artists and all other disciplines alike can benefit from collaborating and discovering real-life experiences in nature.

Preserves are outdoor laboratories and classrooms without walls. On-site databases and facilities gave enhanced education and research endeavors since 1994.

Opportunities for involvement range from internships and class credits, to community outreach programs and result in:

- Inspiring new technology
- Sparking new biomedical breakthroughs
- Observing and tracking environmental change

Find out how YOU can benefit from these natural lands today!

Education

Research

Community