

Hi.

Andy Bartlett

@abart01



Marketing Bemidji State University

Andy Bartlett — Candidate — Executive Director of Communications & Marketing

Dec. 13, 2018



Today's Question:

Describe the process you would use to **develop a marketing plan** that aligns to BSU's strategic plan.

BSU's Strategic Plan

MARKETING BEMIDJI STATE UNIVERSITY — ANDY BARTLETT

Priority 1



Build university capacity through
distinguishing themes of place.



Priority 2



Increase engagement with American Indian communities to become a destination university.



Priority 3



STRATEGIC PLAN
2018 - 2023
→
PRIORITY 3

Increase student engagement
in **campus life**.



Priority 4



STRATEGIC PLAN
2018 - 2023
→
PRIORITY 4

Strengthen BSU's academic identity by infusing its **Shared Fundamental Values** into all academic programs.



Priority 5



STRATEGIC PLAN
2018 - 2023
PRIORITY 5

Create a university culture in which **diversity is embraced** and all members are safe, welcome, and validated.



Marketing's Role

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Build

Build university capacity through distinguishing themes of place.

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Build

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Increase

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Increase student engagement in campus life.

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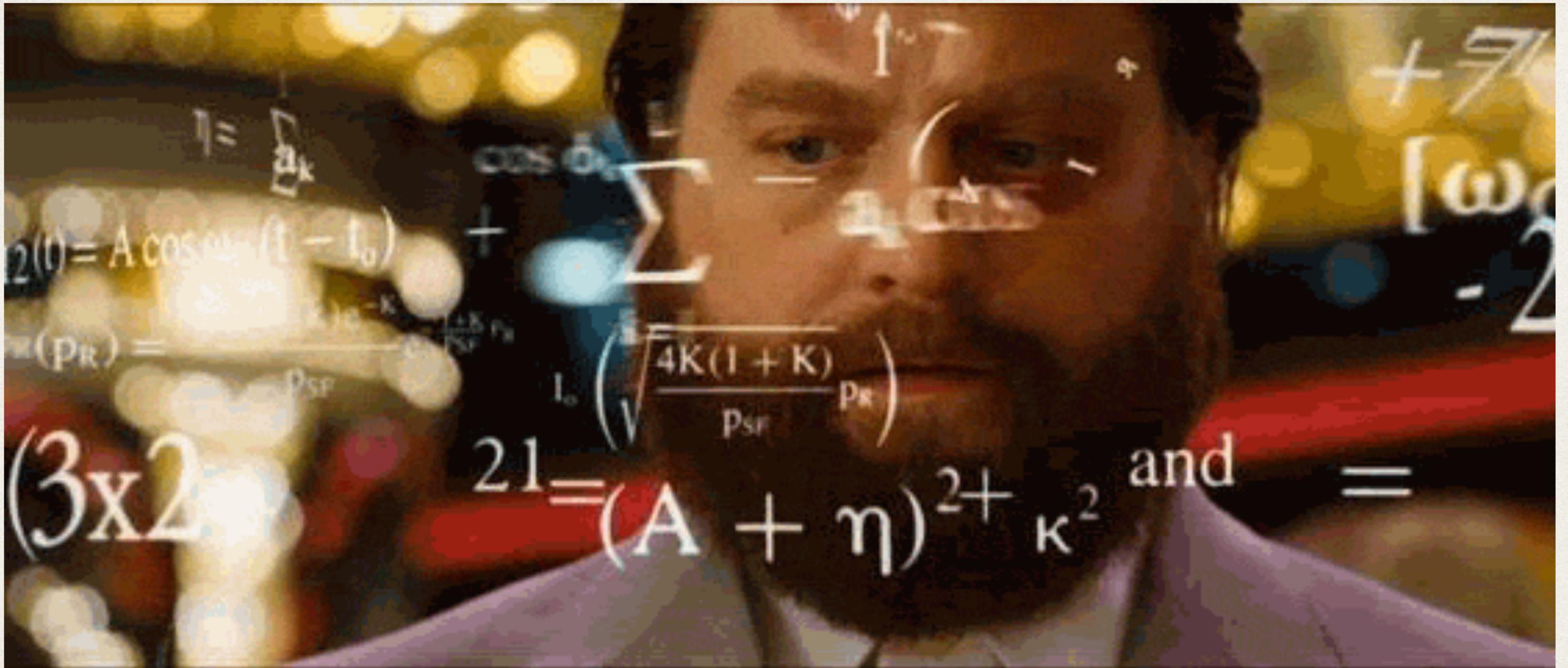
Strengthen

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Create

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The Plan

Goals of the Strategic Plan

Each **Priority** has a series of **Goals**.

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GOAL 1:

Beginning Fall 2019, create at least one new undergraduate or graduate program a year that incorporates themes of place.

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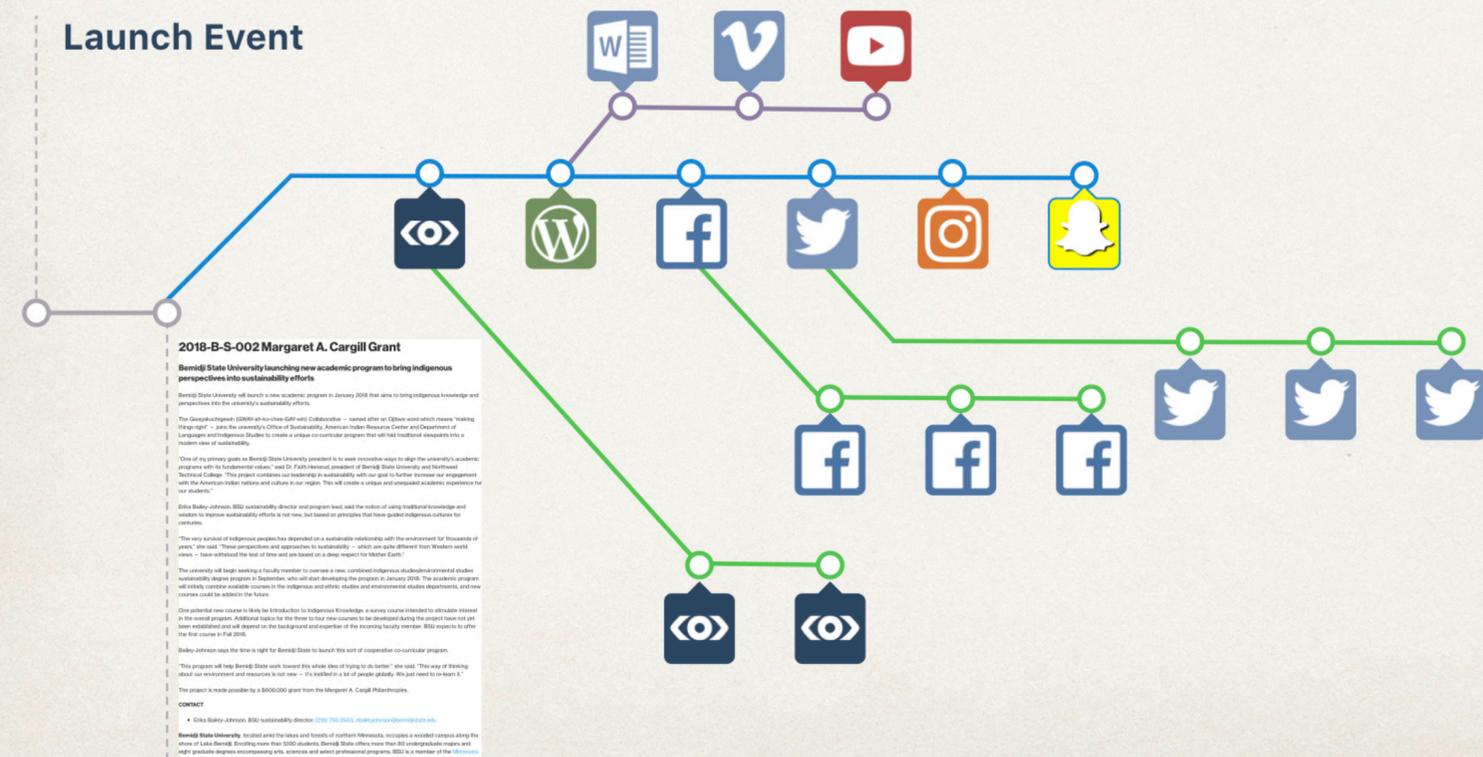
GOAL 1:

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Earlier today...

"Marketing an Academic Program"

Communications & Marketing



Marketing an Academic Program

"Bemidji State adds grad program in theater."

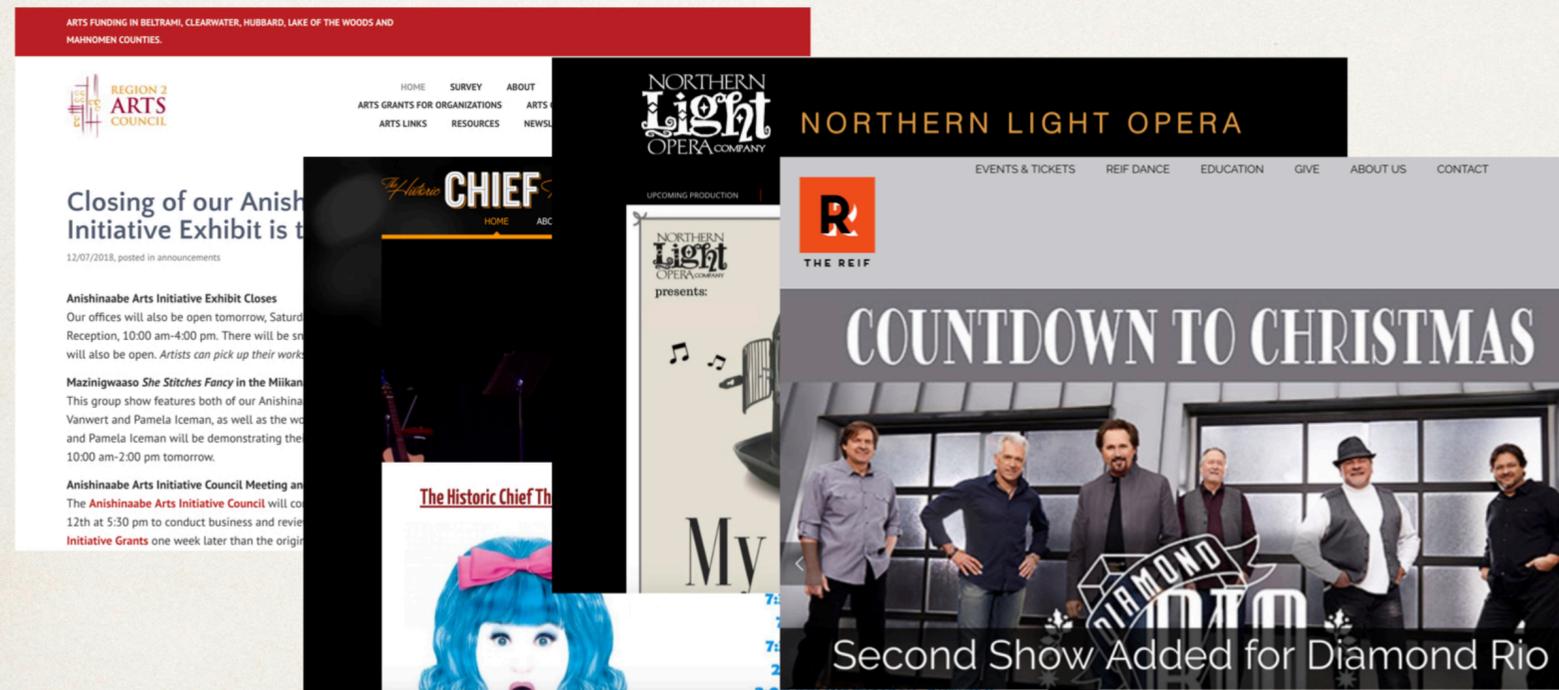
Our Assumption:



Marketing an Academic Program

Launch event featuring external partners

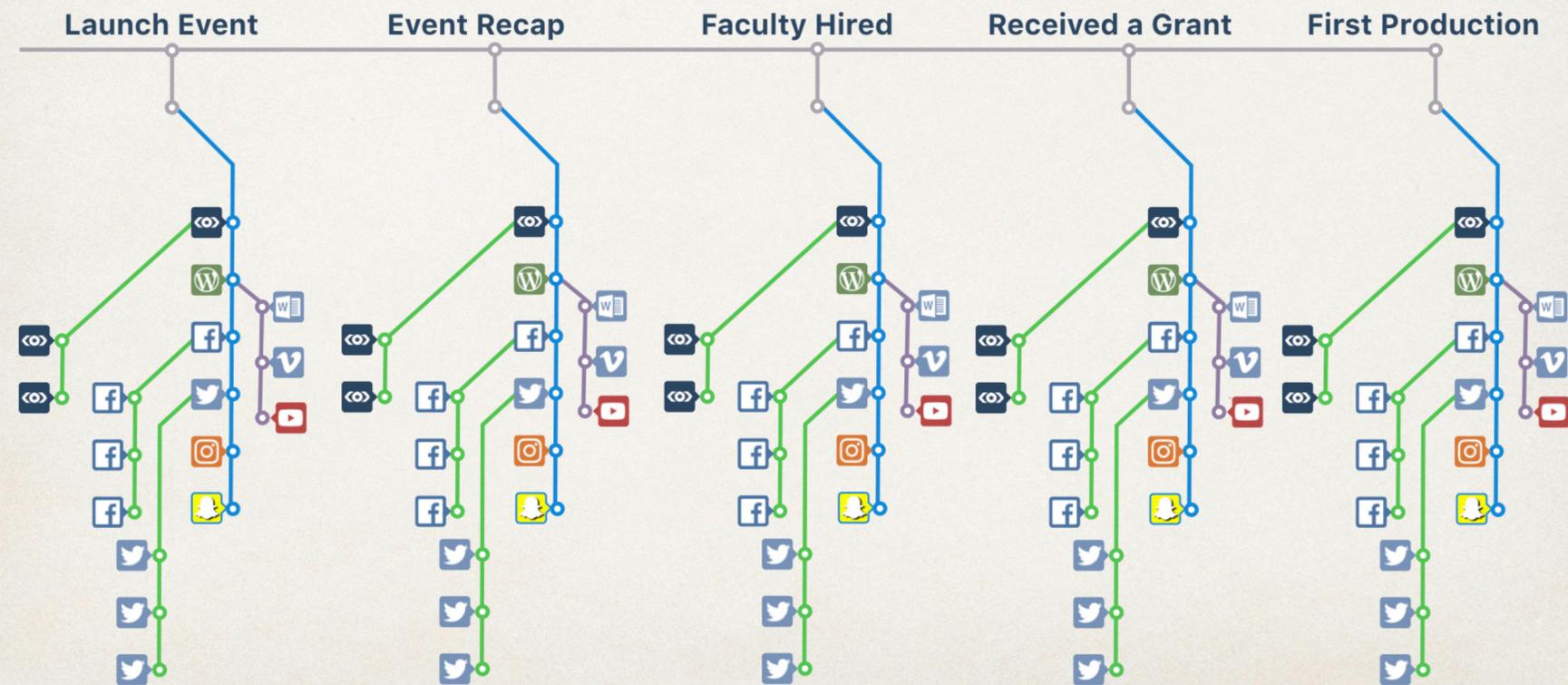
Campaign Partners



Marketing an Academic Program

Extensive media & marketing campaign by OCM

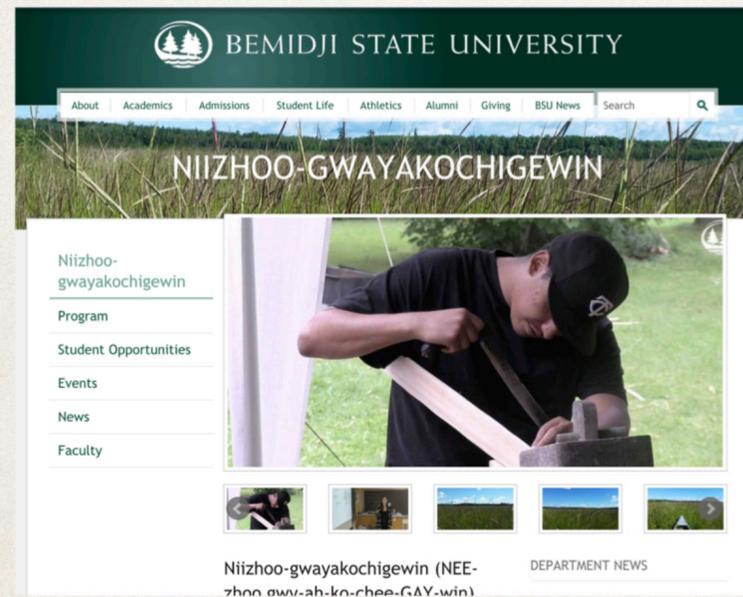
This Process is Repeatable



Marketing an Academic Program

The importance of the web

On the Web



Goals of the Strategic Plan



GOAL 2:

By Spring 2019, complete a **comprehensive study** to clarify and focus the university brand as an expression of place themes and devise correlated strategies to improve recruitment and retention of students and employees.

OCM Brand Study



OCM-MARS Partnership

- MARS is **ideally suited** for this, and they're on campus.

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- First step in an ongoing partnership?

OCM-MARS Partnership

- MARS is **ideally suited** for this, and they're on campus.
- First step in an ongoing partnership?
- Useful, real-world experience for BSU students.



Goals of the Strategic Plan



STRATEGIC PLAN
2018 - 2023
→
PRIORITY 3

GOAL 2:

Increase opportunities for faculty and students to engage with one another outside the classroom to the NSSE Carnegie Class means by Fall 2022.

Consulting



University Calendar



Rachel Munson

Digital Communications Specialist

University Calendar



Rachel Munson

Digital Communications Specialist

"Ask Rachel"



Goals of the Strategic Plan



GOAL 3:

Beginning Fall 2018, develop at least one new initiative and/or collaboration a year that **reflects place themes** within and among academics, student life, athletics, and the community.

Goals of the Strategic Plan



GOAL 1:

Strengthen relationships with American Indian communities by doubling the number of experiential learning opportunities available to BSU students in tribal communities by Fall 2022.

Goals of the Strategic Plan



GOAL 1:

Increase participation in a number of NSSE areas* to Carnegie Class means by Fall 2022.

** Attendance at art, music or cultural events; leadership in student clubs or organizations; social event participation and involvement, including athletics; etc.*

Communications & Marketing

Our Story



Communications & Marketing

Our Story

2018-B-S-002 Margaret A. Cargill Grant

Bemidji State University launching new academic program to bring indigenous perspectives into sustainability efforts

Bemidji State University will launch a new academic program in January 2018 that aims to bring indigenous knowledge and perspectives into the university's sustainability efforts.

The Gwayakochigewin (GWAY-ah-ko-chee-GAY-win) Collaborative – named after an Ojibwe word which means “making things right” – joins the university's Office of Sustainability, American Indian Resource Center and Department of Languages and Indigenous Studies to create a unique co-curricular program that will fold traditional viewpoints into a modern view of sustainability.

“One of my primary goals as Bemidji State University president is to seek innovative ways to align the university's academic programs with its fundamental values,” said Dr. Faith Hensrud, president of Bemidji State University and Northwest Technical College. “This project combines our leadership in sustainability with our goal to further increase our engagement with the American Indian nations and culture in our region. This will create a unique and unequalled academic experience for our students.”

Erika Bailey-Johnson, BSU sustainability director and program lead, said the notion of using traditional knowledge and wisdom to improve sustainability efforts is not new, but based on principles that have guided indigenous cultures for centuries.

“The very survival of indigenous peoples has depended on a sustainable relationship with the environment for thousands of years,” she said. “These perspectives and approaches to sustainability – which are quite different from Western world views – have withstood the test of time and are based on a deep respect for Mother Earth.”

The university will begin seeking a faculty member to oversee a new, combined indigenous studies/environmental studies sustainability degree program in September, who will start developing the program in January 2018. The academic program will initially combine available courses in the indigenous and ethnic studies and environmental studies departments, and new courses could be added in the future.

One potential new course is likely to be Introduction to Indigenous Knowledge, a survey course intended to stimulate interest in the overall program. Additional topics for the three to four new courses to be developed during the project have not yet been established and will depend on the background and expertise of the incoming faculty member. BSU expects to offer the first course in Fall 2018.

Bailey-Johnson says the time is right for Bemidji State to launch this sort of cooperative co-curricular program.

“This program will help Bemidji State work toward this whole idea of trying to do better,” she said. “This way of thinking about our environment and resources is not new – it's instilled in a lot of people globally. We just need to re-learn it.”

The project is made possible by a \$600,000 grant from the Margaret A. Cargill Philanthropies.

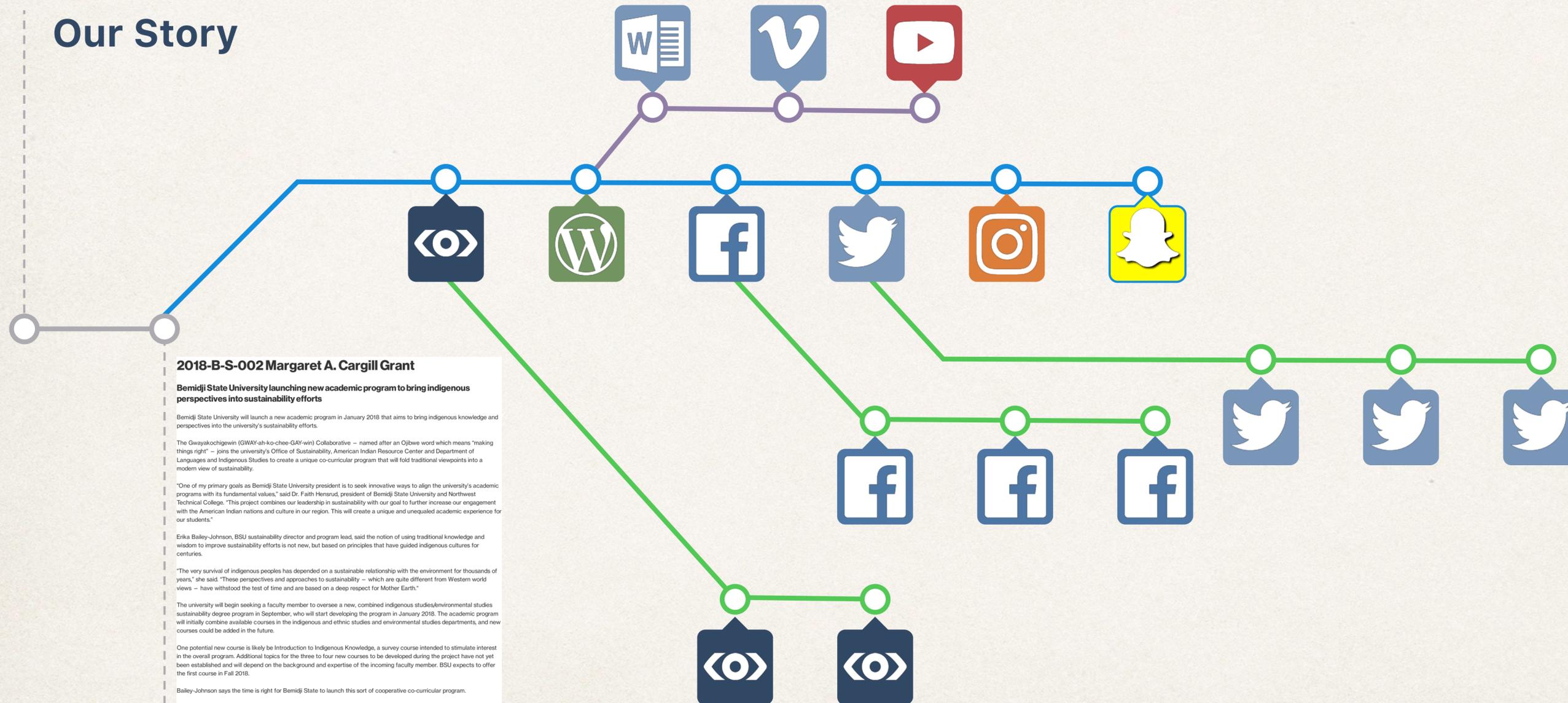
CONTACT

- Erika Bailey-Johnson, BSU sustainability director; (218) 755-2560, ebaileyjohnson@bemidjistate.edu

Bemidji State University, located amid the lakes and forests of northern Minnesota, occupies a wooded campus along the shore of Lake Bemidji. Enrolling more than 5,100 students, Bemidji State offers more than 60 undergraduate majors and eight graduate degrees encompassing arts, sciences and select professional programs. BSU is a member of the [Minnesota](#)

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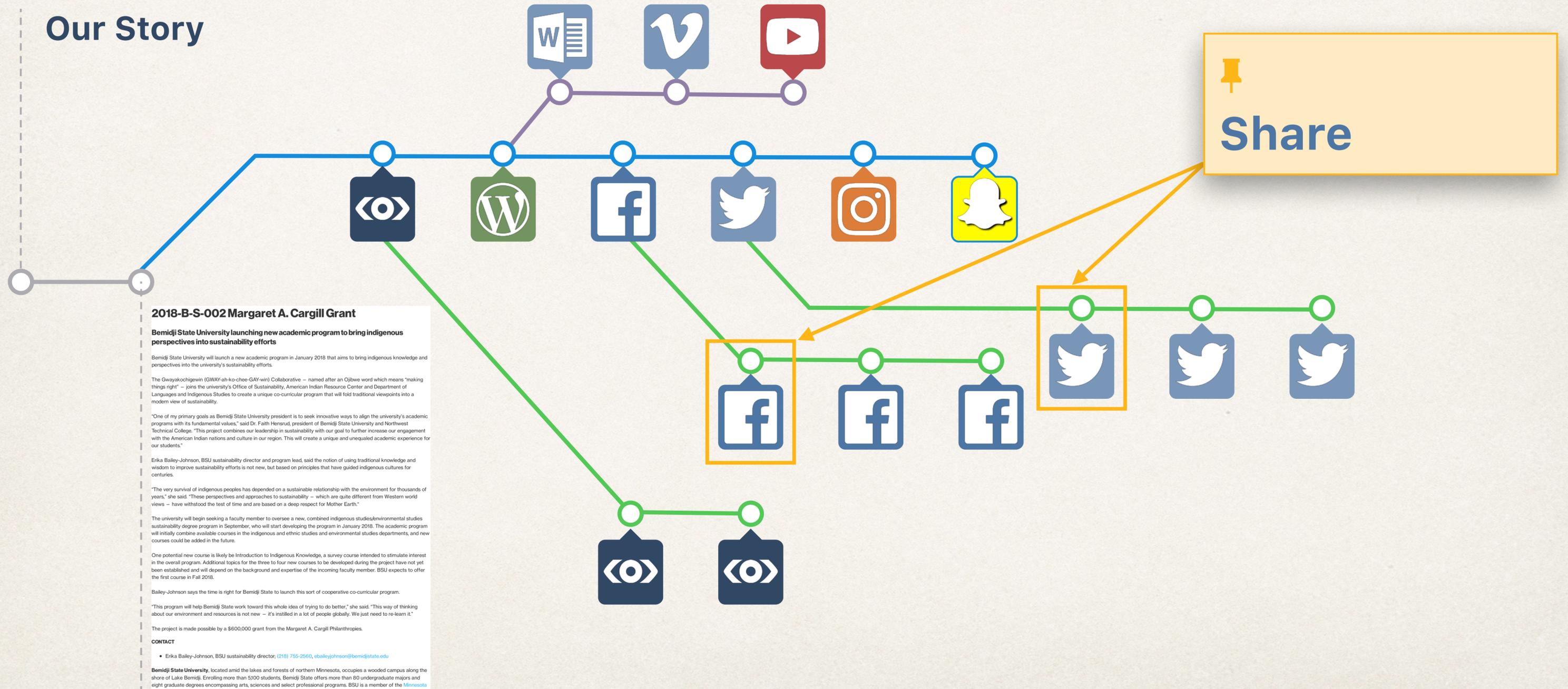
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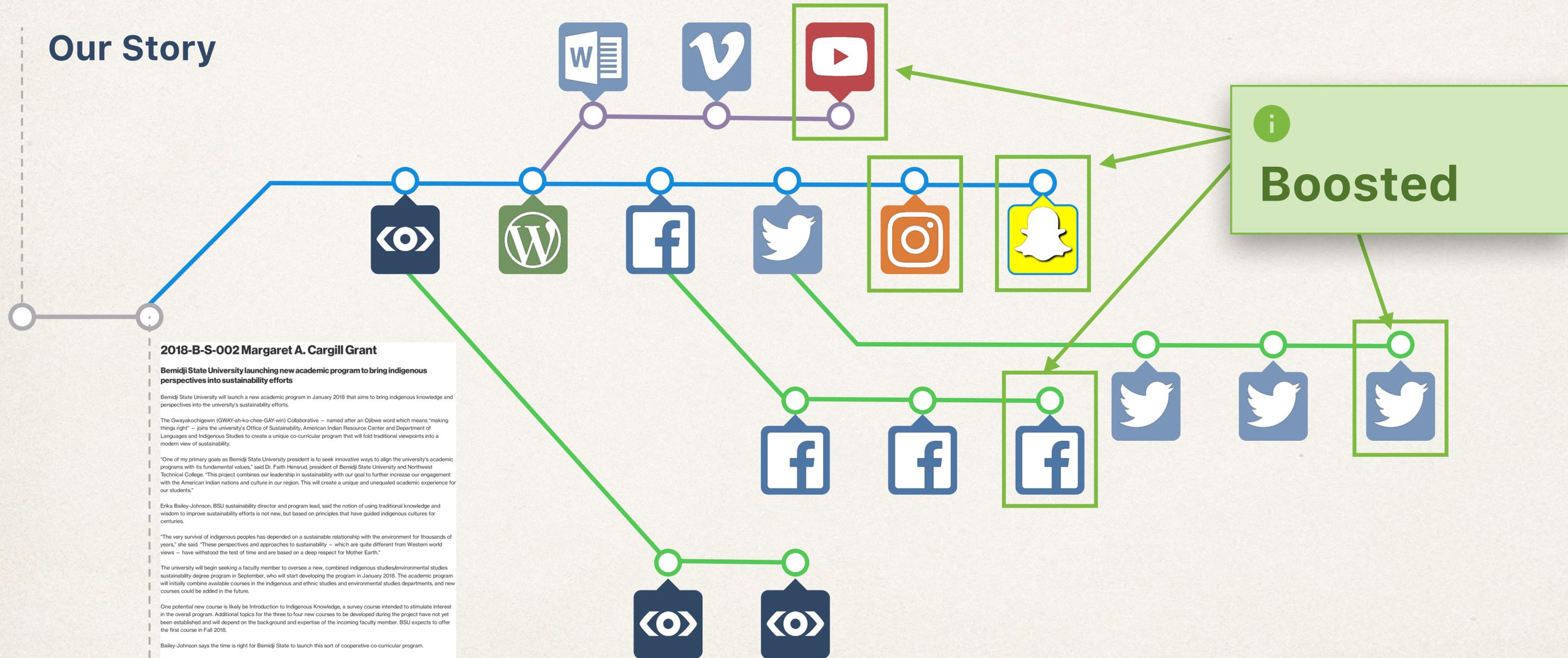
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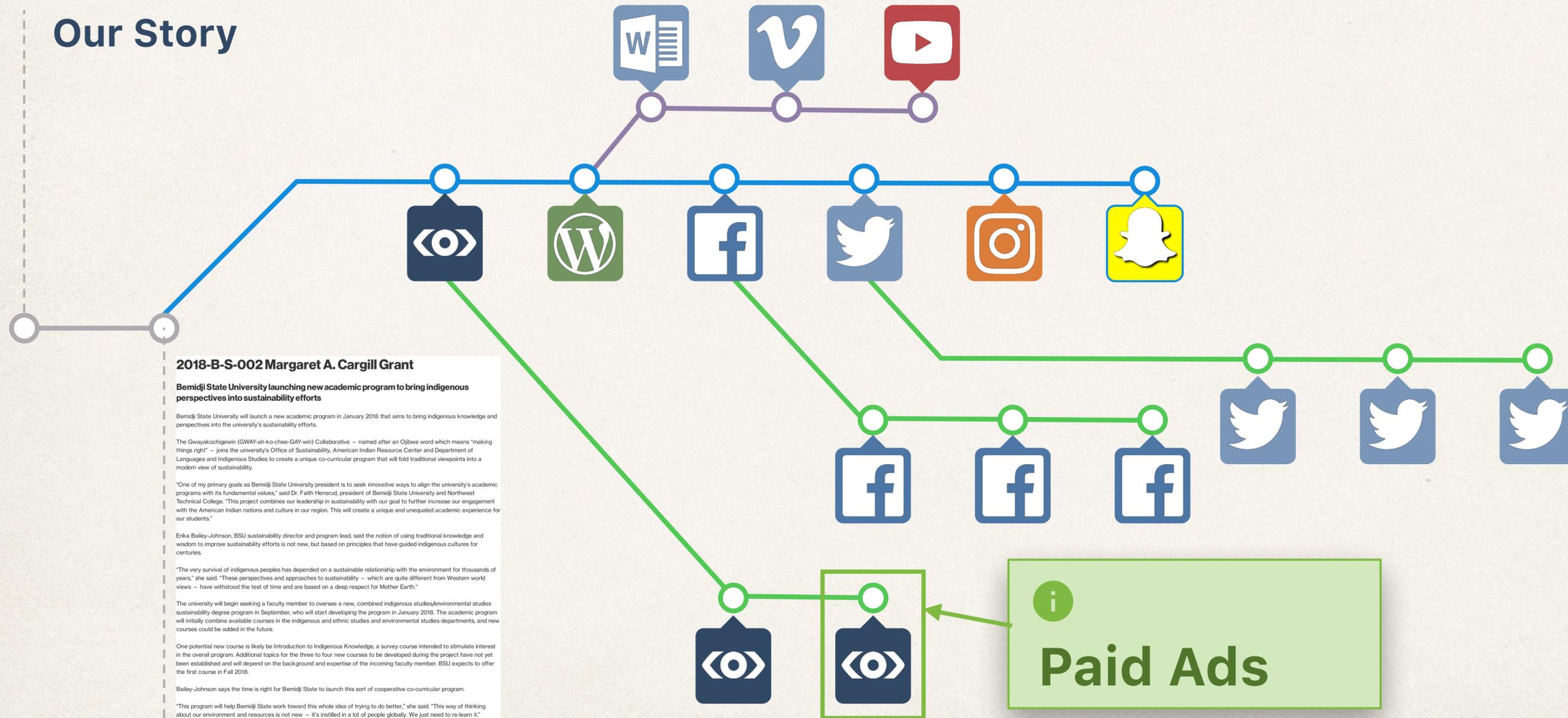
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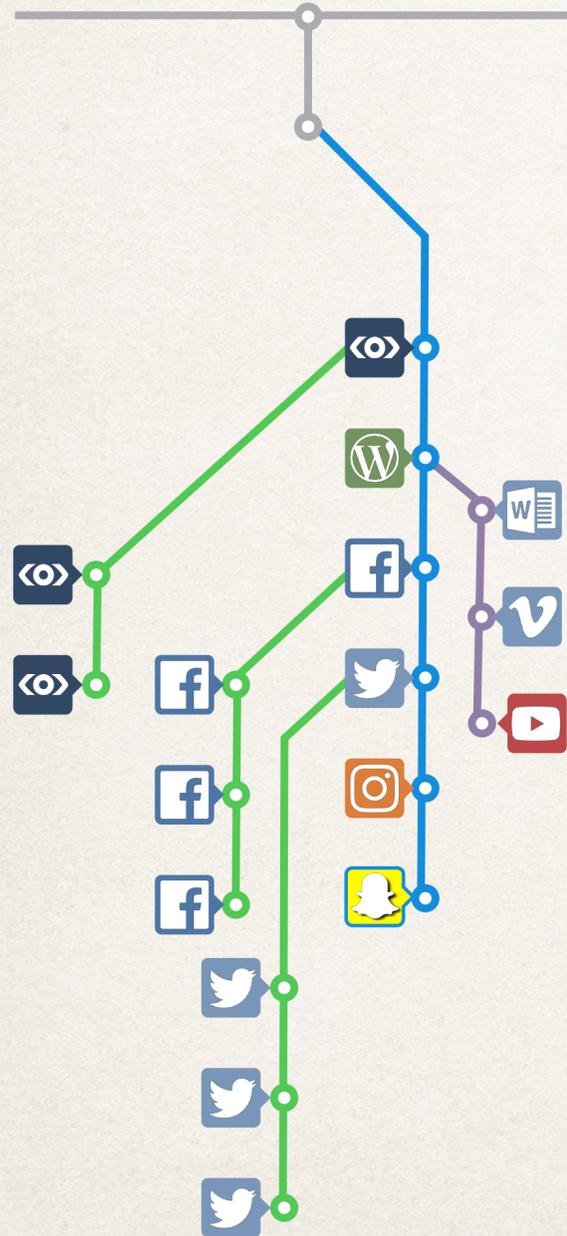
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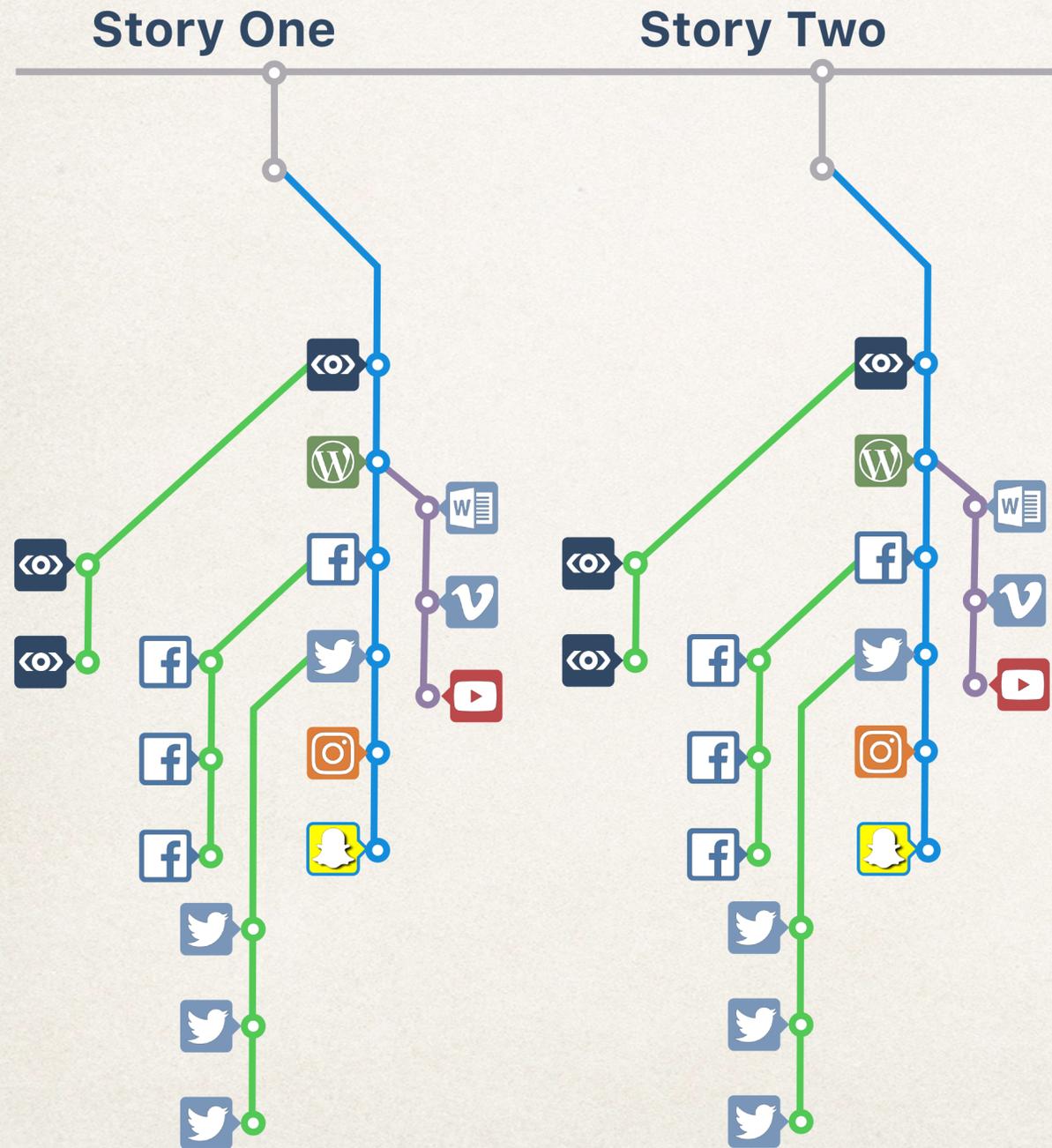
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This Process is Repeatable

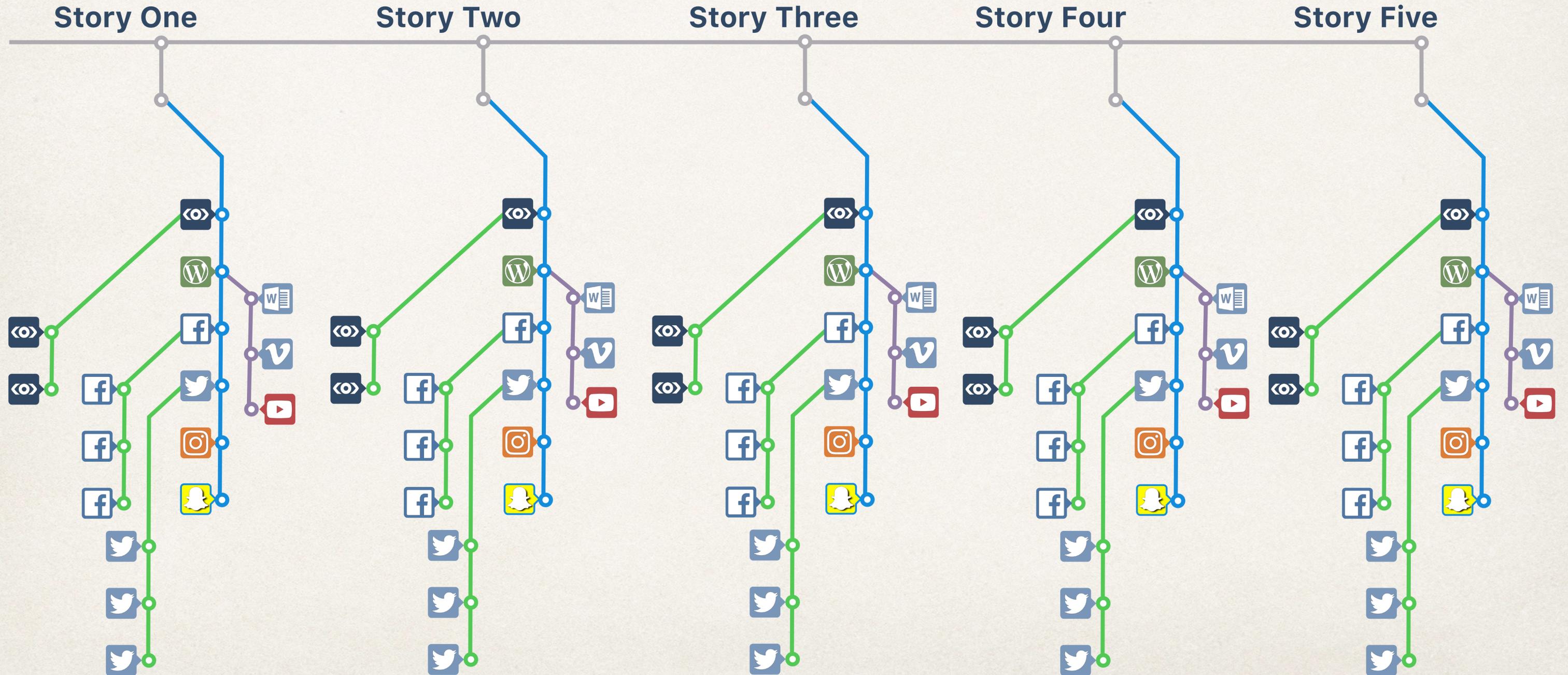
Story One



This Process is Repeatable



This Process is Repeatable





Goals of the Strategic Plan



Goals of the Strategic Plan



GOAL 2:

Increase enrollment of American Indian students to 350 (36.7% gain from 2017) by Fall 2022.





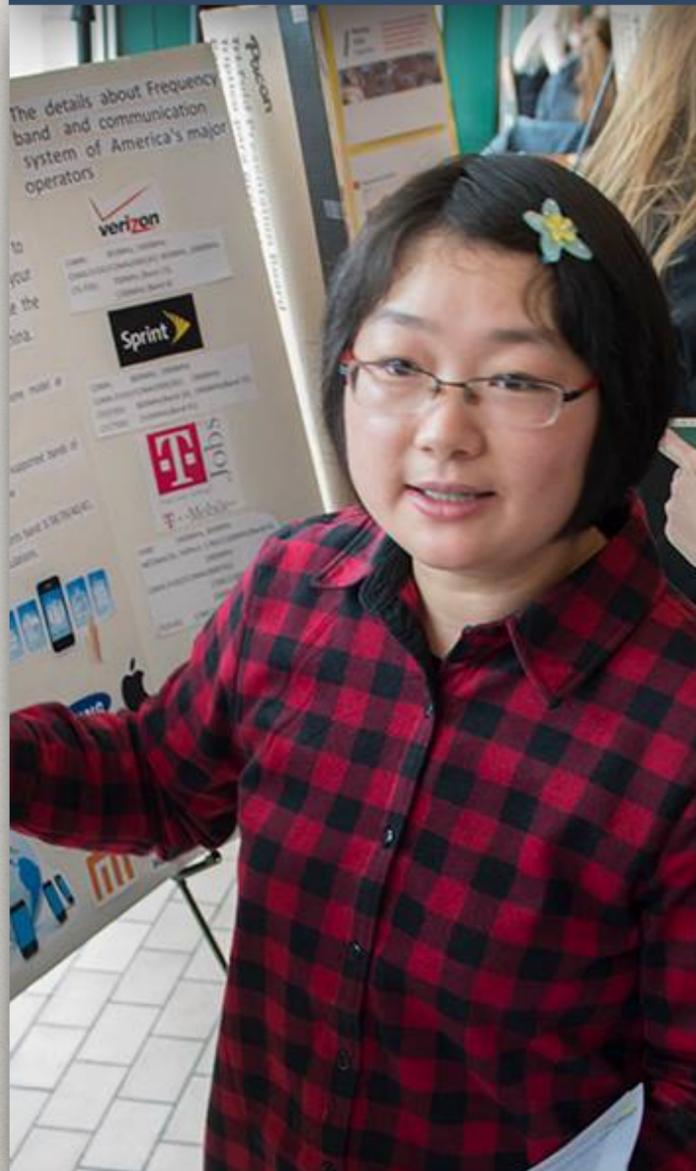


The Original Question:

Describe the process you would use to **develop a marketing plan** that aligns to BSU's strategic plan.

How the Plan Guides Us

PROMOTE



CONSULT



COLLABORATE



Our Buzzwords

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Increase student engagement in campus life.

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Questions?



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Miss something?

Download this presentation at:

bsuntc.andybartlett.com

