UM/MU
Joint Office of
Strategic Communications & Marketing Update

UNIVERSITY OF MISSOURI
Board of Curators Meeting

September 20, 2018
Our work with 160 last year:

- TRIAGE MEDIA PLAN (Sept. 2017)
- FALL ENROLLMENT MEDIA PLAN (Oct. 2017)
- BRAND SENTIMENT MEDIA PLAN (Dec. 2017)
- SPRING ENROLLMENT MEDIA PLAN (March 2017)
- BRAND ROLLOUT (May 2018)

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OPEN – EXT AFF M&A- INFO 2-2
Results from our work with 190

Total Impressions
182.4 MILLION

13% Fall 2018 enrollment

17% Chicago
45% SW MO
27% K.C.
10% STL
20% Central MO (approx.)
Key assets delivered by AY18
Key assets delivered by University of Missouri

Hands-on learning

5,500 companies want students who are MIZZOU MADE.

Keep it rollin'

M-I-Z!

Tigers

30,969 in KC are MIZZOU MADE

Next stop, success

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OPEN – EXT AFF M&A- INFO 2-5
Key Assets: *Anthem Video*

- **135,000+** Views in first 6 days
- **17,000+** Actions* taken on posts in first 6 days

*like, share, retweet, etc.*

OPEN – EXT AFF M&A- INFO 2-6
Key Assets: **SEC :30 Video**

- **110,000+ Views** in first month
- **7,300+ Actions taken on posts*** in first month

*like, share, retweet, etc.*
Preview of tactics

Wallscapes in key markets

Geofencing ads at major Missouri events

Paid search and paid social

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Billboards on major highways/interstate

Kansas City bus wrap
Building in-house capacity

Print & Digital Marketing
Executive Comms
Media Relations
Internal Comms
Web Comms
Issues Management
Social Media
Taking a multi-channel approach

- Prioritize Top Messages
- Review/Redesign Publications
- Consider Audience
- Repetition is GOOD

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Taking a multi-channel approach

- Web Design
- Build support across campus
- Communication Vehicles
- Marketing Team

SHOW ME

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Telling a more impactful story

• Focus on people and experiences
• Show our values in action