

# asi marketing

---

## About

The ASI Marketing & Graphics department provides communication, marketing, and graphics support for ASI internal programs and services in order to provide the Sac State community with timely, relevant, and engaging information about campus life. We are committed to establishing and maintaining the ASI brand by continually gauging the Sac State community's pulse in order to ensure that ASI programs, services, and communication appropriately match what the community desires.

## Department Mission:

ASI Marketing & Graphics strives to provide timely and relevant information to the Sac State community regarding ASI programs and services through the use of efficient and pertinent communication vehicles. We foster an informed and active campus community knowledgeable of the many opportunities and benefits associated with their association with ASI.

## Long Term Goals: 2010 - 2015

- 1.0 We will establish the ASI brand on the Sac State Campus as a "first stop" for students looking to get involved on campus.
- 2.0 We will develop a consistent identity for ASI that is easily identified by the Sac State community.

## Annual Priorities: 2011 – 2012

- 1.0 We will increase campus awareness of ASI by using student stories and experiences to market ASI.
- 2.0 We will increase presence on social media websites.
- 3.0 We will update the ASI website with new look and content to connect to a larger audience.
- 4.0 We will improve Marketing Department project management.
- 5.0 We will re-brand and launch the ASI Volunteer program to enhance the student experience and assist with ASI marketing initiatives and programs.
- 6.0 We will revisit ASI Style Guide and Logos.

## Action Plan

Action plan	Responsible position	Assessment indicator	Time frame
<b>1.0 Increase campus awareness of ASI by using student stories and experiences to market ASI.</b>			
<ul style="list-style-type: none"> <li>• Interview students involved in each component to understand the various benefits they are getting from being involved in ASI.</li> </ul>	ASI Marketing Staff	End of the year survey	February 2012
<ul style="list-style-type: none"> <li>• Use the student interviews to craft taglines, marketing pieces and recruitment tools.</li> </ul>	ASI Marketing Staff		February 2012
<ul style="list-style-type: none"> <li>• Integrate student experiences into video and Social Media.</li> </ul>	ASI Marketing Staff		March 2012

Action plan	Responsible position	Assessment indicator	Time frame
<b>2.0 Increase campus awareness of ASI by using student stories and experiences to market ASI.</b>			
<ul style="list-style-type: none"> <li>Develop a Social Media Specialist position to oversee all Facebook, YouTube, Flickr, Vimeo, and Twitter content.</li> <li>Utilize this position to increase video and photographic content on the website and social networks.</li> <li>Engage students on Facebook through online contests where they can win ASI branded gear and prizes</li> </ul>	<p>ASI Marketing</p> <p>ASI Social Media Specialist</p> <p>ASI Social Media Specialist</p>	<p>Facebook and Google Analytics</p>	<p>January 2012</p> <p>February 2012</p> <p>February 2012</p>
<b>3.0 Update the ASI website with new look and content to connect to a larger audience.</b>			
<ul style="list-style-type: none"> <li>Highlight all ASI programs and services on the homepage.</li> <li>Add video, events calendar, and news stories to the homepage.</li> <li>Create content that is always changing and encourages people to come back and visit the website.</li> </ul>	<p>ASI Marketing / ASI IT Staff</p> <p>ASI Marketing / ASI IT Staff</p> <p>ASI Marketing / ASI IT Staff</p>	<p>Google Analytics and Focus Groups</p>	<p>April 2012</p>

Action plan	Responsible position	Assessment indicator	Time frame
<b>4.0 Improve Marketing Department project management.</b>			
<ul style="list-style-type: none"> <li>• Develop new project submission protocols and policies for all marketing requests.</li> <li>• Craft an online project request form to be housed on the ASI website.</li> <li>• Launch a web based project management tool to track projects within the Marketing Department.</li> </ul>	ASI Marketing Staff/ IT		<p>January 2012</p> <p>January 2012</p> <p>January 2012</p>
<b>5.0 Re-brand and launch the ASI Volunteer program to enhance the student experience and assist with ASI marketing initiatives and programs.</b>			
	ASI Marketing/ SLS Staff	Focus Groups/Surveys/ Participation Tracking	February 2012
<b>6.0 Revisit ASI Style Guide and Logos.</b>			
	ASI Marketing Staff/ASI MWT		February 2012