

Marketing Action Plan 2016-17

Please use this template to identify your 3-5 FOCUS 2020 action items for this university action plan. If any lines are already completed, these are tasks that I am charging you to complete as part of this action plan in 2016-17. You may submit a total of 3-5 items, including any that have already been filled in.

Name of Action Plan	Task	Due Date	Responsible	Are you requesting funding for this initiative? Yes/No*	Process Measures & Performance Indicators
Marketing Action Plan	Provide leadership for the development and implementation of Phase I of the new marketing-focused UW-Stout branded website	Spring/Summer 2017	University Marketing, EIS, and outside vendors	No, funding has already been previously allocated for this project.	<p>The following phases will need completed prior to launching Phase I of site:</p> <ul style="list-style-type: none"> -Discovery -Design -Testing <p>2020 Performance Indicators: enrollment, retention rates, starting salaries, sources of revenue (fundraising and partnerships)</p>
Marketing Action Plan	Provide leadership for the exploration of a university-wide CRM system that can better integrate various data sources and help advance marketing, recruiting, partnership, retention, and fundraising efforts	Spring 2017	University Marketing, CRM ad hoc group, LIT, Foundation, PARQ, Career Services, other misc users of CRM systems, and outside vendors	No, not at this time.	<p>Proposed process:</p> <ul style="list-style-type: none"> -SPG Subcommittee -Needs Assessment -Cost/Cost Savings Assessment -Vendor Sourcing/RFP - Implementation Plan <p>2020 Performance Indicators: enrollment, retention rates, sources of revenue (fundraising and partnerships)</p>
Marketing	Prepare a plan to assist	Fall 2016	University	No. Initiative is meant to	Procedure:

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Action Plan	with marketing research for new programs to eliminate the current need for outside vendor support		Marketing, Provosts Office	save the university \$15,000-\$30,000 annually	-Develop an assessment for a proposed program -Compare to EAB data -Determine viability of dropping EAB subscription of \$30,000 annually from the Provosts Division budget 2020 Performance Indicator: Measure of financial viability
Marketing Action Plan	Fine tune a model for Program Director marketing support.	Spring 2017	University Marketing, Provosts Office	No, not at this time.	Procedure: -Examine current process in working with PDs -Evaluate effectiveness for PDs -Determine and implement improvements 2020 Performance Indicator: enrollment
Marketing Action Plan	Develop and implement a marketing plan to help boost Twin Cities or Illinois enrollment and increase targeted diverse student populations	Spring 2017	University Marketing, Marketing Leadership Team, Admissions	Yes, \$40,000	Procedure: -Develop plan -Implement plan -Measure results 2020 Performance Indicator: enrollment

*If yes, attached completed FOCUS 2020 Funding Request form