

# Marketing – Tier 1

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**Tier 1**

**ACTION PLAN**

Focus Area: **Marketing**

Project Name: **Demonstrate public value of KSRE/CoA in state/region/nation**

Creation/Revision Date: **8/31/2011; Rev. 10/4/12**

Project Start Time:

Anticipated Completion:

Team members:

Vision 2025, Theme 1,4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Determine Top 12 Impact Items for K State Research and Extension and publish annual Legislative Report	Gloria Holcombe, news media and marketing unit, Steven Graham	Brain power! (Ideas), time, travel, writer or editor	Approved guidelines for determining "top" impacts; access to database, information. Administrative approval of impacts	Dean, Assoc. Dirs./Dean, Dept. Head, Coordinator. Planning & Reporting	Spring (yearly)	Dec. (yearly)	Ongoing, annually
Develop marketing strategy for decision-makers/funders (esp. state legislators)	Steven Graham, marketing specialist, Steve Logback or other Comm and Marketing staff	Marketing plan; time; possible funding for new tactics	Support and input from Dean/Director, Sue Peterson, and associate directors	Dept. Head, Assoc. Dean, Dean, Asst. to Dean, Ext Assoc. Dir. Jeff Morris	Spring 2009 (review yearly)	Fall (yearly; to implement following spring)	Ongoing, annually
Promote marketing and message consistency in all materials (e.g. style guide, logos, public events such as Communications Expo, etc...) BRANDING GUIDE	Marketing/Pubs unit leaders, marketing specialist	Support from admin	Updated materials (print and/or web); Compliance and encouragement from admin	All KSRE staff	Jan (yearly)	Dec. (yearly)	Ongoing, annually
Enhance and promote consistency in signage, targeting new and existing public locales. Explore possibility of "mini-grants".	News media and marketing unit	Time, printing, funding	Internal buy-in; acceptance within system; applicants	All KSRE staff	Spring 2008	Summer 2012	Mini grants funded in 5 Year Mktg. Plan; first awards given in 2008
Continually review Web standards and promote consistency throughout organization.	Marketing specialist, Amy Hartman; IET staff	Time	County buy-in; data to support current or new directions	IET Unit Leader, Dept. Head; Dean/Director	Oct-07	Ongoing	CMS implemented Fall 2007
Continue to improve the look and quality of KSRE newsletters, pubs, e-pubs, social media sites, Web sites, etc.	Unit leaders. Marketing specialist, graphic designers, social media strategists	Time, office professional training (in-person or online)	Department head approval	Dean, Assoc. Dirs./Deans, Asst. Deans	Spring 2009	Ongoing	
Add information to K-State Today as appropriate	News media and marketing staff, publishing staff	Time	Appropriate topics	Dean, Assoc. Dirs./Deans, Asst. Deans, Steven Graham		Ongoing	

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Train communication staff on use of university and KSRE style and branding guides	Linda Gilmore, Pat Melgares, other university communicators	Time	Department head approval	All KSRE staff	Dec-10	Ongoing	university style and branding guides available Oct. 2012
K-State Ag Report -- Provide in alt formats, electronic, online, video, etc.	Gloria Holcombe, publishing staff, news media and marketing staff	Time, funding	Continued availability of funds	Dean, Assoc. Dirs./Deans, Asst. Deans, Steven Graham	Spring and Fall	Ongoing	
Update and revise College of Agriculture recruitment materials	Publishing staff, ACJ and Ag Ed faculty, CoA academic program office	Time, funding	Identify targeted audiences appropriately	Dean, Assoc. Dean, Asst. Deans, Dept. Heads		Ongoing	
Develop a guide to promote understanding and adoption of KSRE brand, especially new wordmark	Pat Melgares, Steve Logback or designee from Comm and Marketing, publishing staff	Time, funding	Feedback and approval from administration	All KSRE staff	Mar-11	Ongoing	completed, but refining
Promote marketing and message consistency in all materials (use of style guide)	Linda Gilmore, style guide committee members, publishing staff, technology staff	Time	Compliance and encouragement from administration and Comm and Marketing	All KSRE staff	Mar-09	Ongoing	
Practice what we preach: Use communications expo as example of proper use of all identities	Marketing specialist, unit leaders, departmental staff	Time, funding	Booths, acceptance by annual conference committee	Department members	Mar-09	Ongoing	
Evaluate current usage of brand and style guidelines	Pat Melgares	Time	Understanding of all usage; examples	Department head, marketing unit staff	Fall (annually)	Ongoing	
KSRE staff training -- in-person and online through Comm Tips on impact writing, branding, wordmark issues, communication issues	Unit leaders, comm and ag education staff	Time, funding	Interest throughout KSRE	Department head, department staff	Jul-11	Ongoing	
Suggestions:							
Develop branding guide and style guide simultaneously; conduct internal training to the department before training externally; develop a glossary of terms							

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Note: New wordmark introduced July 1, 2011; Regulations and requirements for use of wordmark established and enforced.

Styleguide continues to be updated online. A university-wide styleguide committee is now working on univesity style issues effective July 2011.