Mission

The Office of Marketing & Communications supports the marketing and promotion of people, programs, activities and events at A&M-Corpus Christi for student recruitment, business and community engagement, public enlightenment, brand management and brand visibility.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Increased outreach and visibility.

Undertake a university-wide communications audit to examine and determine the materials used and methods implemented for external and internal communications and implement new marketing materials that support increased outreach and visibility.

Associations:

Institutional Priorities:

1.2 Establishing a culture of professionalism and responsibility
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi

1.1 Excellence
2.2 Engagement
3.3 Expansion

Related Measures:

M 1: Development, analysis and creation.

Development of survey instruments; analysis of external and internal communications processes in existence within university units; creation of new marketing materials/methods.

Source of Evidence: Benchmarking

Achievement Target:

New communications materials, methods and structures that align with needs analysis; increased student admissions, enrollments through enhanced prospect marketing methods and materials; added engagements with businesses and community that support brand visibility.

Findings (2006-2007) - Achievement Target Met

New products and services aligned for niche markets. Focus groups undertaken to gain input from parents, recruiters, students and others. Phaseout of old themes. Generated thematic materials, web recruitment engines, and high school counselor support materials providing increases in leads and live
contacts.

**Related Action Plans:**

**Metro market promotions.**
Emphasis in advertising placement and direct mail to Dallas, Houston, San Antonio and Austin markets. Work within defined ISDs that have greatest potential to solicit enrollment prospects. Create marketing products that are competitive with other institutions to draw interest to the university. For more information, see the *Action Plan Details* section of this report.

**O 2: Enhance Website.**
Regenerate the current campus main Website through implementation of new navigation architecture, content managed template development, and language and visual enhancements.

**Associations:**

**Institutional Priorities:**

- 1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*

- 1.1 Excellence
- 4.4 Effectiveness

**Related Measures:**

**M 2: Website regeneration.**
Outlined process for timely implementation of Website regeneration; creation of first and second level Web pages; migration of existing Web content into templated format.

Source of Evidence: Benchmarking

**Achievement Target:**
Regeneration of first and second level Web pages for the campus main Website; migration of existing administrative office Web pages into new format.

**Findings (2006-2007) - Achievement Target Met**
Navigational architecture outlined for best practices at the university. Marketing firm hired. Focus groups provided emphases in Web direction. Project completion scheduled for spring 2008.

**Related Action Plans:**

**Web implementation.**
Complete Website development and undertake migration of core pages. Educate other Web providers within the university to undertake migration using template on content management software.

For more information, see the *Action Plan Details* section of this report.

**O 3: Expand media outreach into national markets.**
Expand media outreach into national markets through implementation of op-editorials, news placement in national media publications and news placement in national media electronic outlets.

**Associations:**

**Institutional Priorities:**

- 1.2 Establishing a culture of professionalism and responsibility
- 1.6 Promoting efficient and effective use of time, resources and technology
- 1.9 Involving the university community and other publics in the TAMU-CC mission
Strategic Plans:

*Texas A&M-Corpus Christi*

1.1 Excellence  
2.2 Engagement  
3.3 Expansion

**Related Measures:**

**M 3: Assessment and solicitation of media outlets.**

Assessment of national media potential of faculty research and strengths; solicitation of selected national media outlets for news placement.

Source of Evidence: Benchmarking

**Achievement Target:**

Placements in Dallas-, San Antonio- and Houston-based news media outlets; placements in niche market national publications; placements in broad-based audience national print and broadcast media outlets.

**Findings (2006-2007) - Achievement Target Met**

Primary focus on Coastal Bend push to media; statewide and national are derivatives. Success factors of placements within objective sites.

**Related Action Plans:**

**Expert analysis and media solicitation.**

Obtain an overview of faculty expertise involving popular research and national trends which can serve to solicit placement in popular national media markets.

For more information, see the *Action Plan Details* section of this report.

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**Details for Action Plans Established This Cycle**

**Metro market promotions.**

Emphasis in advertising placement and direct mail to Dallas, Houston, San Antonio and Austin markets. Work within defined ISDs that have greatest potential to solicit enrollment prospects. Create marketing products that are competitive with other institutions to draw interest to the university.

**Priority:** High  
**Responsible Person/Group:** Marshall Collins and MarCom operation

**Web implementation.**

Complete Website development and undertake migration of core pages. Educate other Web providers within the university to undertake migration using template on content management software.

**Priority:** High  
**Responsible Person/Group:** Marshall Collins, MarCom operation  
**Additional Resources Needed:** IT personnel; individual Web designers serving multiple units within the university.

**Expert analysis and media solicitation.**

Obtain an overview of faculty expertise involving popular research and national trends which can serve to solicit placement in popular national media markets.

**Priority:** High  
**Responsible Person/Group:** Marshall Collins, MarCom operation.
Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
University focus emphasizes importance of enlightening the South Texas region on the strengths of the institution. University at the cusp of national media attention, but labor must be majorically utilized for Coastal Bend region, with secondary emphasis statewide and nationwide. Attracting students from Texas metro regions is mandatory for growth of the university, and this will be done through specific marketing to ISDs within these markets. Work undertaken provided substantial up-ticks in numbers of student prospects and leads.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?
Increased need for marketing emphasis in Texas metro populations. Need to focus on university experts who have specific talents of national interest.

Annual Reports

Executive Summary
The Office of Marketing & Communications supports the generation of interest in and understanding of the university through media intervention, enrollment marketing, public enlightenment and issues management. Focus groups and anecdotal feedback have shaped the current emphasis on the academic strengths of the university, the robust student lifestyle, and the interplay of the university with the well-being of the greater community. MarCom serves these emphases through various media forms and has brought about multiple changes in directions and outreach undertaken by several campus units.

Contributions to the Institution
Increased student headcount and class hour attainment; regional media attention; community partnership development; and better public understanding of issues affecting the campus are brought about by the work of the MarCom operation.