Chapter 7.4: Advancement & Communications Plan

Starting Point

For the past five years, there have been efforts made to increase awareness of the College of Engineering with key audiences. Through outreach to alumni, friends, prospective students, corporations, our internal university audience, and other audiences, we are able to spread the word about the amazing work being done in the college. This outreach is accomplished through print publications, web communications, e-mail, events, and news coverage.

We have been undergoing a review of college branding and have developed a new graphic identity. This process has allowed us to identify opportunities for connections, as well as refresh our graphic identity and messaging.

Objectives and Goals

Colorado State University’s objectives and goals related to advancement and communications appear below.

Objective: Build appropriate and cost effective communications that advance the college, affecting fundraising, recruitment, and awareness of the college in a positive way.

Goal: Engage alumni and friends in meaningful ways in the college in order to build loyalty and support,
Goal: Advance the College through targeted outreach to prospective students in order to build a student body that is well prepared, diverse, and well balanced among the majors,
Goal: Build relationships with corporate partners, and
Goal: Create broader public awareness and greater appreciation of the College of Engineering.

Strategies

- The College of Engineering will continually upgrade and develop communications that steward donors and communicate the compelling programs and projects within the College to all audiences. We will complete the redesign of our communications and refocus our messaging based on the current branding project we have been working on with the Office of External Relations

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• Establish a greater presence in Colorado (especially Denver Metro area) through events (i.e. Engineering Innovations Breakfasts, 5280 Showcase, Denver E-Days), partnering with the University when appropriate. These events will be marketed to alumni, friends, prospective students, and other audiences as appropriate, in order to maximize our efforts and efficiency.

• The College of Engineering will continually improve its corporate relations program through quality communications, through the mail, on the internet, and in person. We have developed a brochure that is a comprehensive look at opportunities to partner with the College.

• The College will continually improve its new Website that was launched fall 2008. A redesigned Website is set to launch in Spring 2012.

• The College of Engineering will implement a communications plan that has frequent and significant contacts with alumni and friends, and additionally use these publications/communications in order to recruit students.

• The College of Engineering will help the University focus on key areas that align with local, state, and national issues. This will result in an increase in media coverage.

• The College will work with the engineering departments in order to ensure that their publications visually fit the college look and include appropriate messages/content.

**Metrics**

• Gifts,
• Media coverage (number and placement),
• College enrollments,
• Event attendance, and
• College rankings.