

#ETSUfootprints

University Council

August 14, 2017

Brand Promise

To improve the lives of the people of Central Appalachia.



Campaign Goal

Increase enrollment, cultivate donor relations, and infuse a sense a pride among the campus community and beyond.



Campaign Strategy

Tell the stories of the institution through the impact individuals are making throughout the region and beyond. Each story should lead with impact and the remaining copy leads back to the story of the individual making the impact. To create consistency all stories should incorporate the phrase “toward _____” to describe the end goal of the individual.



Campaign Tactics

1. Demonstrate the commitment to the region and its economic development.
2. Highlight ways in which creativity, academic excellence and diversity are celebrated.
3. Emphasize the collaborative nature of the university.
4. Highlight student, faculty, staff and alumni civic engagement and volunteerism.



etsu.edu/footprints



EAST TENNESSEE STATE
UNIVERSITY

FOOTPRINTS

APPLY  / VISIT  / GIVE 

WHERE WILL YOUR FOOTPRINTS LEAD?

COMING SOON



Hearing the call: Toward specialized learning



Entrenched in the past because of interest in the present: Toward greater understanding of a 'hot topic'



EAST TENNESSEE STATE
UNIVERSITY

Marketing Materials



Marketing Materials



TOWARD ADVENTURE
When you choose your university, you choose where your life's great adventure begins.

The mountains are calling – will you answer? Over a century of history is nestled in these foothills. Make your mark in a city that embraces its past, but moves your future forward. Johnson City is perfect for outdoor adventure seekers. Go whitewater rafting on the Nolichucky River, hiking and biking at University Woods on campus, or climbing with ETSU's Outdoor Adventure Program - it's all here and waiting for you.

Enjoy big city conveniences with a hometown twist. Downtown Johnson City is a short stroll from campus and features live music, art, coffee, a farmer's market, and one-of-a-kind shops and restaurants. Looking for more? Give back to the community through volunteer and service opportunities in your field of choice. We can't wait to meet you. Welcome home.

"I didn't realize what I would become when I started my journey here, but I know I would not be the person I am today if I hadn't chosen ETSU."
-Katy Fleming

VISIT US TODAY
Take your first step on ETSU's campus and discover what so many already know – it's great to be a Buc! With four seasons of mountain beauty, any time is a good time to tour our campus. Tours are available most weekdays at 9 a.m. and 1 p.m. A limited number of Saturday tours are available. Register for your campus tour today.
etsupws.etsu.edu/campustours

Spend more time on campus by registering to attend an Open House. Experience a complete day that will show you all ETSU has to offer!
admissions.etsu.edu/visitcampus

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Print Ads



WHERE WILL YOUR FOOTPRINTS LEAD?
**TOWARD
DISCOVERY**

At ETSU, we educate the healthcare workforce of tomorrow. Discover 35 innovative degree programs available through the Academic Health Sciences Center. Our graduates are prepared to work in a collaborative healthcare environment to provide the most comprehensive and efficient care possible.

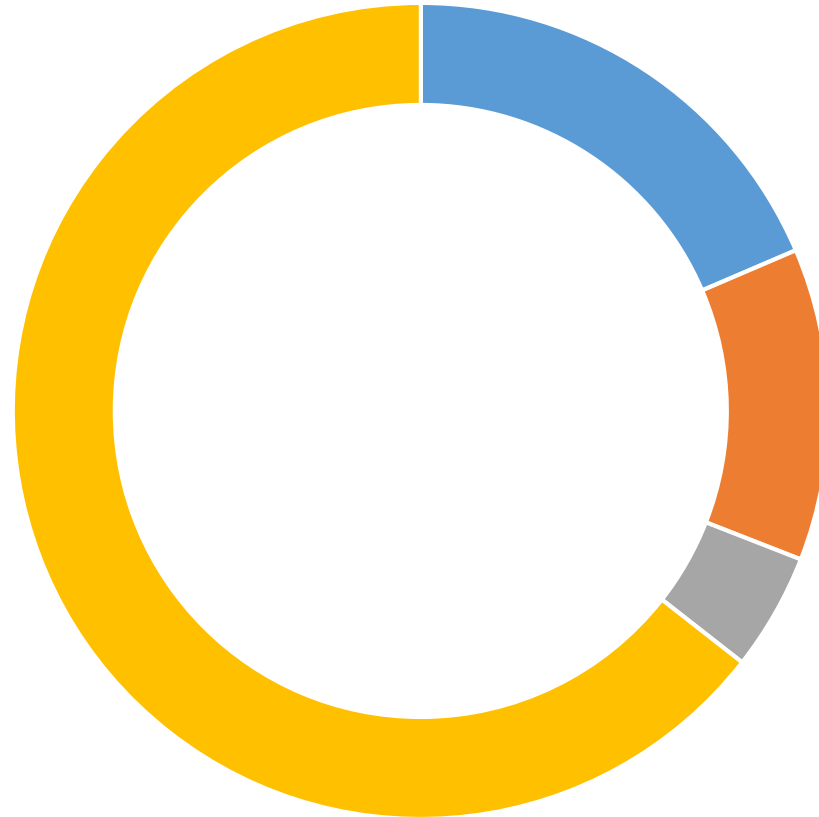
Learn more at etsu.edu/footprints or [#etsufootprints](https://twitter.com/etsufootprints)


EAST TENNESSEE STATE
UNIVERSITY

Marketing Budget 2017-18

Category	Budget	Category % of total budget
Graphic Design	\$ 18,000.00	19%
Sponsorships	\$ 12,000.00	12%
Promotional Items	\$ 6,000.00	6%
Photography	\$ 3,000.00	3%
Web SEO	\$ 1,500.00	2%
Billboards	\$ 2,000.00	2%
Print	\$ 3,500.00	4%
Radio	\$ 1,000.00	1%
Online Marketing	\$ 50,000.00	52%
Total	\$ 97,000.00	100%

Budget Allocations 2017-18



■ Graphic Design ■ Community engagement ■ Marketing ■ Advertising

Collaboration

- Let us know about faculty, staff, students, and alumni who are leaving a footprint.
- Tell us when you have an event or activity that appeals to students and can support enrollment and retention.
- Student influencers
- Faculty & Staff Senate
- Marketing Council
- Use #ETSUfootprints

Jen Clements
Director of Marketing & Special Events

clements@etsu.edu
9-5645