



The **University Club**
OKLAHOMA STATE UNIVERSITY®

COWBOY CREATIVE
UNIVERSITY ADVERTISING
SC4843 STRATEGIC COMMUNICATIONS CAMPAIGNS
FALL 2010

INTRODUCTION



TYLER WHITE
PUBLIC RELATIONS
PROMOTIONS



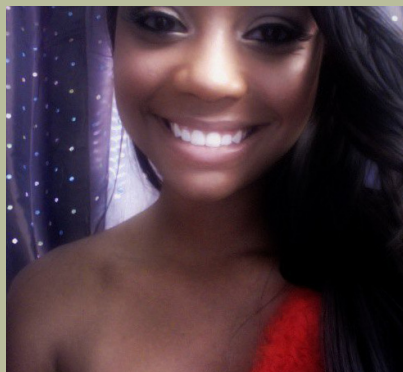
WHITLEY BENHAM
PUBLIC RELATIONS
PROMOTIONS



JOSHUA COFFMAN
PUBLIC RELATIONS
PROMOTIONS



**REYNOLDS
HAMMACK**
MEDIA
SCRIBE



**SAMANTHA
MCWILLIAMS**
MEDIA
RESEARCH



**PHYLLIS
MCLEMORE**
PUBLIC RELATIONS
EDITING



CAMERON HUTTON
MANAGER
CREATIVE

Cowboy Creative's goal is to increase the University Club's membership and ensure the success of your club.

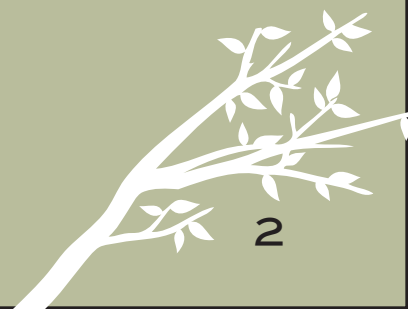
We have developed a campaign that adds value to the club, improves the public's perception of it and makes it easier to join.

You can be confident in our agency's ability to deliver the right message to your target audience.



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SITUATION ANALYSIS

CLIENT / ISSUE

HISTORY

The University Club was founded in 2009 with the goal of promoting friendship and collegiality within the OSU community.

The club started because OSU President Burns Hargis and faculty members wanted to connect OSU faculty, alumni, graduate students and OSU supporters in a mentally enriching and stimulating social environment.

A board composed of OSU faculty and staff, emeritus faculty, an alumnus, a community representative and several at-large members, governs the club.



University Club meets four evenings a week for 10 months of the year to enjoy guest speakers, forums, discussions, food and beverage tastings, musical entertainment and more.

The University Club has 92 members but needs 200 to be financially sound.

ASSOCIATIONS

Operating in partnership with the Atherton Hotel and the Ranchers Club, the club is managed by a part-time manager.



University Club members receive a 15 percent discount and a \$250 monthly food allowance at the Ranchers Club, free student union garage parking for club events and discounts at various retailers in Stillwater.

The club is a member of the Association of College and University Clubs, which allows University Club members to access other faculty clubs throughout the world.

SITUATION ANALYSIS

CURRENT CUSTOMER

TASTINGS

Every week, the University Club offers a wine tasting in the Joullian Wine Tasting Room from 4:30-7:30 p.m. where members have a chance to taste, compare and discuss the quality of fine wines and to learn about their history and composition.

Occasionally, the club has a premium beer tasting, also held in the Joullian Wine Tasting Room, where club members try different lagers and ales from around the world. Members are encouraged to pair the beer with different cheeses to bring out the beer's flavor.



EXPRESS LUNCH

Every Wednesday, the University Club has Express Lunches on the raised stage of the Ranchers Club. Express Lunches are available from 11:30 a.m. to 1 p.m. and include a salad, a choice of one of five entrées, dessert and a beverage for \$12. Nonmembers pay \$16 for the same fare.



SITUATION ANALYSIS

CURRENT CUSTOMER

CARREKER LOUNGE

Each Friday, club members can enjoy a relaxing evening with entertainment, such as quartets or piano music, at the Carreker Lounge in the Atherton Hotel.



“CONVERSATIONS” WITH BURNS HARGIS



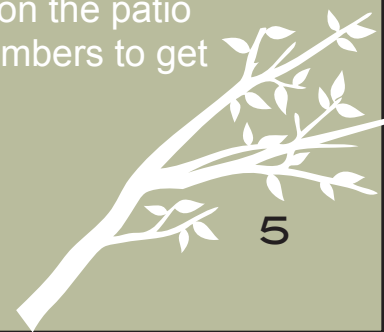
OSU President Burns Hargis mingles with members and listens to their concerns, ideas and thoughts about the university and gives them an update about what is happening on campus.

CLASSES

Ocassionally, the club offers classes for specific skills. Recently, it hosted a “Make Your Own Martini” class for \$20 per person.

TAILGATE

For Thursday football games, the University Club has a tailgate on the patio on the west side of the Student Union. The tailgate is a chance for members to get together before football games for casual socialization.



SITUATION ANALYSIS

THE COMPETITION

UNIVERSITY CLUBS

Universities have a large number of clubs and organizations that pull students, faculty and staff in many directions and take a lot of their time, money and attention:

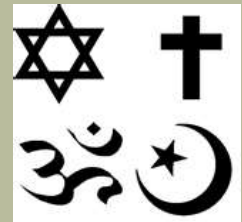
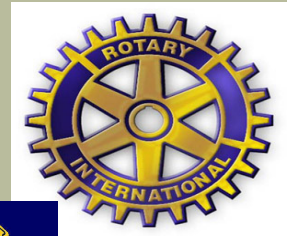
- Professional clubs
- Departmental groups
- Fraternities and sororities
- Special interest groups



OTHER ORGANIZATIONS

Other competitors are social and service organizations:

- Rotary Club
- Lion's Club
- Country clubs
- Religious groups



THE ECONOMY

From a financial standpoint, the economy is a competitor for University Club membership. The value of the dollar is not what it used to be; people are reluctant to spend money beyond necessities.

FAMILY ACTIVITIES

Parents' time is devoted to children's activities, such as music lessons, sports events, school activities and fundraisers, homework and family time. Parents have financial obligations that may not allow participation, especially if it requires hiring a babysitter.



PRIMARY RESEARCH

SURVEYS

Through surveys, we reached large groups of faculty, both University Club members and nonmembers. The surveys help bring to light differences between members' and nonmembers' opinions of the University Club.

RESULTS:

- Faculty members and staff who are not part of the club see it primarily as a drinking club.
- Many nonmembers do not see the value of the club, whereas members see the value and appreciate the club as more than a place to get a drink.
- "The University Club has nothing more to offer than meals at the Ranchers Club," said one respondent.
- Some of the nonmembers say they want to see more variety, possibly contracting with off-campus venues.
- A significant finding through our survey is that the majority of faculty and staff – 56 percent – have never been asked to join.



PRIMARY RESEARCH

INTERVIEWS

Interviews conducted November 4 - 16 showed a discrepancy between the opinions of nonmembers who live or work near OSU versus those of current members.

RESULTS FROM CURRENT MEMBERS:

- Members see the club as a chance to meet new people, to cultivate the intellect and to debate political and social issues.
- “I have met 10 times more people in the two years I have been in the club than the 30 years I taught at OSU,” said board member Tom Jordan.
- Members say one of their favorite perks is the discount and Express Lunches at the Ranchers Club.

RESULTS FROM NONMEMBERS:

Most nonmembers do not see any value other than Ranchers Club. Nonmembers would like to see the following:

- Literature about the club and its news
- Members recruited from Stillwater’s business community
- Events for families
- Charity events sponsored by the club
- An open house and information session
- Trial memberships
- Corporate memberships with a transferable monthly food credit for employees



RESEARCH ONLINE

We went online to compare OSU's University Club website with other university clubs' sites and to learn about the Association of College and University Clubs, of which OSU's University Club is a member.

www.uclub.okstate.edu

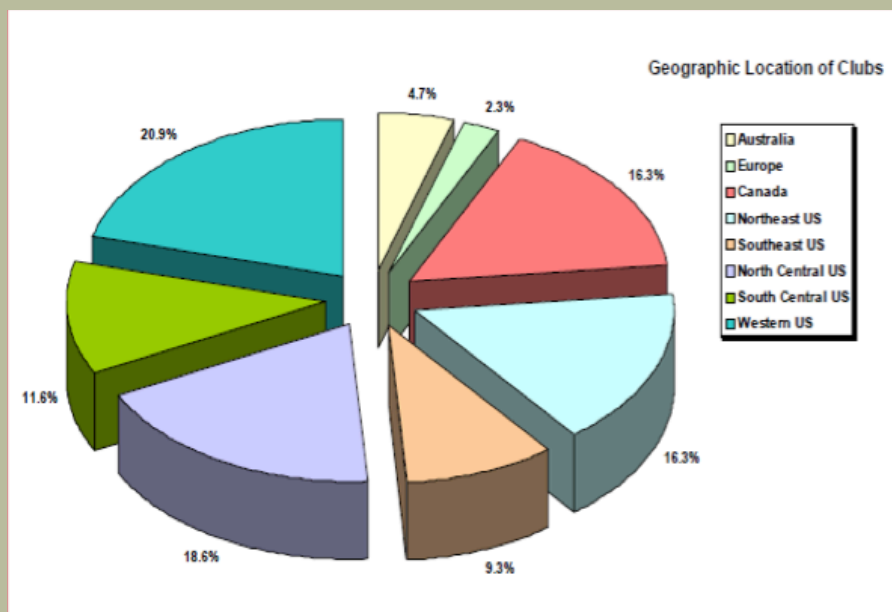
MAIN DIFFERENCES:

- OSU's University Club is connected to the university's website; other clubs have independent websites that are easy to access using Google.
- OSU's University Club website is text-heavy.
- Our University Club page is easily lost in other similar pages on OSU's website.

THE ASSOCIATION OF COLLEGE AND UNIVERSITY CLUBS:

Through the ACUC, your club can offer members access to more than 80 clubs in 28 states and six countries.

COUNTRIES OF PARTICIPATING U CLUBS



PROBLEMS AND OPPORTUNITIES

STRENGTHS

- A part-time manager keeps costs down.
- The Ranchers Club and Atherton partnerships make up for lack of facilities and save the club overhead.
- The University Club increased sales at the Atherton Hotel and Ranchers Club last year, which strengthens the partnerships.

WEAKNESSES

- Low membership numbers cause the prices to be more expensive.
- Some members are dissatisfied with their memberships because of the low membership numbers.
- Some people perceive the club as only a drinking club.
- Food costs more at Ranchers Club than many restaurants.

OPPORTUNITIES

- The majority of faculty and staff, as well as grad students, alumni, and friends and supporters in the community have not heard of you, giving us a large pool of potential members.
- Most members are pleased with their memberships, which makes it easier to retain them as members.

THREATS

- State alcoholic beverage laws can impact the club, so you must take precautions to stay in compliance.
- Professional and other clubs compete for time and resources.



MARKETING STRATEGY

TARGET AUDIENCE

Our target audience consists of OSU faculty and staff, as well as graduate students, alumni and community friends. Our main goal is to increase the membership to at least 200, the amount needed to be profitable.

The ages of our target audience vary from 21 and up. The incomes also vary depending on the career level and other outside factors.

THE NUMBERS- FALL 2010

- 5,325 total graduate students
- 1,565 OSU-Stillwater and Tulsa faculty
- 3,910 OSU-Stillwater and Tulsa staff
- 26,508 Stillwater residents, ages 21+
- 28,000 registered alumni



PRIMARY TARGET

Our primary target is faculty, staff and graduate students living in Stillwater. Because they qualify as resident members and can visit the facility more often, they are more likely to see value in the club. They are also more likely to bring value because their membership fee is higher, they can visit and make purchases at the club more frequently, and they increase attendance at events. Most of our financial resources are directed toward this group.

SECONDARY TARGET

Alumni and community members make up our secondary target. Many alumni do not live in Stillwater and are not be able to visit the club often. Fewer resources are expended on this demographic.



MARKETING STRATEGY

MARKETING IDEAS

ADDED BENEFITS - OKLAHOMA HERITAGE TOURS

Schedule Oklahoma Heritage tours to different parts of the state each quarter, grouping several sites into each tour. The tours would be a self-supporting activity bringing value to the club.



Use an OSU 15-passenger van, divide the cost by the number of members who go and have everyone buy his or her own meals.

Suggested sites: Harbor Village on Grand Lake, Tsa-La-Gi Cherokee Indian Village in Tahlequah, Three Forks Harbor in Muskogee, Muskogee Azalea Festival, Spiro Mounds Mississippian culture archaeological site, Heavener Runestone Park, Enid Railroad Museum, Jenks Aquarium, Oklahoma City Firefighters Museum, Oklahoma City National Guard Museum, Woolaroc Museum in Bartlesville or Gilcrease Museum in Tulsa.



ADDED BENEFITS - THEMED EVENTS

Here are some ideas for themed events University Club could host:

MONTH

January
February
March
April
May
August
September
October
November
December

EVENT

New Year's Party
Valentine's Day Party
St. Patrick's Day
Day after Tax Day Party
End of the Semester Party
New School Year Party
Football Party
Halloween
Thanksgiving Party
Winter Party

THEME

New Semester Party
Red and White Party
Green Party
Champagne Party
Parting Ways for the Summer
Welcome Back from the Summer
Cheer OSU football
Orange and Black Party
Fall Colors Party
Winter Festival



MARKETING STRATEGY

WEB PRESENCE & EASY PAYMENT

Adding online membership registration and payment, an interactive viewer comment section and an RSVP response system to a new, updated and distinctive website is vital to the growth and successful development of the club.

Make it easier for club management and members by providing an online payment method and an automatic debit option. This makes it easier for prospective members to join.

PayPal is an easy and effective method that offers a business a way to take payments by credit card without handling the card payment itself. PayPal has a one-time business setup charge and a small charge for credit card usage, but direct bank payments are free.

Another option is to use monthly debits of members' checking accounts if they want to pay by the month.



MARKETING STRATEGY

RECRUITMENT TRAINING

We suggest sending your manager or another representative to the “84th World Conference on Club Management” from Feb. 24-28, 2011, in Orlando, Fla. Of particular significance is a session on recruiting new members.

According to its website, the CMAA is “the professional association for managers of membership clubs” and “has close to 7,000 members who run more than 3,000 ... clubs.”

The CMAA invited University Club representatives through the Association of College and University Clubs to its conference, which has drawn audiences of 5,000. The week-long event features workshops, management clinics and other training.

The CMMA’s travel division obtained a special rate of \$239 a night for single and double rooms and offers discounted airfares.



Cost: \$2,040

PART-TIME EMPLOYEE

Cowboy Creative advises hiring a part-time marketing or public relations professional to facilitate the club’s attempt to “branch out” in the community.

Working 20 hours a week updating the website, running Facebook and Twitter accounts, promoting upcoming events, writing press releases and doing other assignments as delegated by the club manager, the employee could maximize the club’s exposure.

We anticipate an expense of approximately 12 dollars per hour, or \$240 - \$325 per week with employer contributions.

Cost: \$16,900 annually

MARKETING STRATEGY

CONCLUSION

Because the University Club is a business for and about people and relationships, our marketing plan uses more public relations and promotional events than advertising. We also make suggestions that add value for members and make it easier to join.

We have produced two marketing plans. Plan A can be implemented more quickly based on the current membership of 92 people. Plan B is more vision-oriented to be used as membership increases.

When the club's membership begins to grow, we suggest investing particularly in sending a representative to a CMAA recruitment training session and hiring a part-time communications professional. Both can sustain the long-term health and steady growth of the club.



MEDIA

THE MEDIA

Our media plan uses several traditional methods to reach our target. The choices we made reflect our goal: to reach our target when they are most attentive and receptive.

We chose to advertise in the following:

- Newspaper
- Magazine
- Leave Behinds
- Direct Mail
- Jumbotrons
- Internet



STRATEGY

During Plan A, we advertise heavily during the fall semester. The beginning of the school year is the best time to recruit new members. Potential members have not yet settled into a schedule or pattern, so they are more likely to get involved with new organizations and activities.

During Plan B, we advertise more frequently to announce upcoming University Club events and activities.

During both plans, we maintain a constant advertising presence through inexpensive media, like a new website, which runs year-round.

RESEARCH REVISTED

- The *Daily O'Collegian* circulation is 10,000, reaching faculty and staff members on Oklahoma State's campus.
- Research shows 40 percent of faculty read the *O'Colly* on Mondays.
- About 35,000 alumni receive *STATE* magazine.
- As many as 58,516 fans have packed into an Oklahoma State football game.
- OSU basketball games have an average attendance of 10,031 fans.

MAGAZINE



STATE is Oklahoma State's alumni magazine, reaching 35,000 alumni. Magazine advertisements have a long shelf life and readers typically are active readers, giving a high level of attention to your advertisement. A full page, color advertisement stands out and gets read several times.

JUMBOTRON VIDEO

A 60-second video played for free at halftime during football and basketball games reach thousands of OSU alumni and students. This medium is highly targeted; potential new members receive the message with minimal waste.

These videos can also be sent in OSU Communications' *Headline* e-mail to the entire campus and can be used on OSU's and University Club's websites.



INTERNET

The internet is a constantly working medium through which to send messages to the target audience. An improved and more accessible website increases traffic to the site and is a resource for members to reference for information.

A social media presence on Facebook and Twitter is a free and timely way to send news about the club.

OSU *Headlines* is an e-mail newsletter sent to each student, faculty and staff member associated with OSU. *Headlines* is free and can send news releases and videos.

LEAVE BEHINDS

Leave behind materials, such as brochures and postcards handed out by current University Club members, are a personal way to directly reach OSU faculty, staff, alumni, graduate students and the Stillwater community.



MEDIA

DIRECT MAIL

During Plan B, direct mail saturates the Stillwater market with University Club information.

Postcards are easy for potential new members to keep and hang on the refrigerator or to slip into a planner for safe-keeping.

Direct mail sends the potential members to the University Club website or social media sites.



COLLEGE NEWSPAPER

Oklahoma State University students and faculty alike turn to the *Daily O'Collegian* for information on campus news, events and daily horoscopes.

Full-page, color advertisements in the *Daily O'Collegian* inform the target of upcoming University Club events during Plan B.



WHY IT WORKS

Our media plan was designed with our research in mind. According to our research, our target market regularly uses these media. Cowboy Creative anticipates at least 716,000 total impressions from this media campaign.

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CREATIVE STRATEGY

STRATEGY

Our creative strategy focuses on the idea of “branching out.” Through our research we found that many members and potential members of University Club enjoy spending time with their friends in a social atmosphere, but some are hesitant to join a club alone. By employing the branching out theme, we tell potential members about the opportunities for friendship and personal growth through the club.

BROCHURE

We chose to create a tri-fold brochure for our creative elements because with a brochure your message is not limited. Brochures are a way to add further details about the club and also allow for imagery. The branch reiterates our big idea, “branching out to grow together.”





"I met more people in this club than I did in 30 years of teaching at OSU." —Tom Jordan



Some benefits of membership*:

- Network with passionate OSU Friends, Family and business people.
- Access 88 faculty and university clubs worldwide.
- Relax with free soft-drinks, coffee and appetizers.
- Receive 15% off at the Ranchers Club*.

We're looking for:

- Someone who enjoys meeting interesting and intriguing people.
- Someone who likes to meet other people like them.
- Someone who is passionate about OSU.
- Someone who reads STATE.
- Someone like: you.

Visit Uclub.Okstate.Edu

*Resident membership includes \$200 of free food annually at the Ranchers Club. Reciprocity memberships available. *Discount not valid on alcohol.

 **Branching Out**

CREATIVE POSTCARDS

We created two postcards for this campaign; one card features President Hargis and the other has an image of club members. The postcard with President Hargis promotes a staff and faculty open house. We chose to put President Hargis on the card because our research shows people of influence draw more attention and bring more awareness.

The postcard with the image of club members is direct mail and promotes the club to the target audience. The image represents friendship through the interaction seen in the image. We chose to use this quote by Tom Jordan because it captures the value of the club.

DIRECT MAIL

"I met more people in this club than I did in 30 years of teaching at OSU." —Tom Jordan



Help us branch out and
grow together.

Branching Out

POSTCARD INVITE

University Club is hosting a
staff and faculty open house.

David Eugene Hargis
President
of Oklahoma State



Ranchers Club
Thursday, January 21
5:30-7p.m.



Host of Hargis and all other guests, cash bar available.
Open to Hargis and family of guests, must be 21.

Branching Out

CREATIVE MAGAZINE

INSIDE COVER AD

We chose the inside cover spread of *STATE* magazine to immediately attract readers attention. The spread features pictures of University Club's events. Again, we chose to use the same quote from Tom Jordan in both spreads because it emphasizes the big idea of the campaign, "Branching out to grow together."

FULL PAGE SPREAD AD



"I met more people in this club than I did in 30 years of teaching at OSU."
—Tom Jordan




Beer and Cheese Pairing Class

Help us branch out and grow together.


Visit Uclub.Okstate.Edu

Branching Out

"I met more people in this club than I did in 30 years of teaching at OSU."
—Tom Jordan




Wine Tasting Class



Cheesecake Tasting

Meeting people is as important as enjoying a glass of wine or a slice of cheesecake.



The University Club
Help us branch out and grow together.

Visit Uclub.Okstate.Edu

Branching Out

CREATIVE TABLE TENTS/NEWSPAPER

TABLE TENTS



Our table tents are designed to fit the elegant setting of Ranchers Club, which is where they will be featured.

The message on the table tent informs the diner of University Club's benefits at Ranchers Club. They are to-the-point but also provide enough information to entice the reader into asking his server for more information.



NEWSPAPER

Our newspaper advertisements are designed to stand out in the *Daily O'Collegian*. A large photograph in the center of the advertisement captures readers' attention and helps them understand the message before even reading it. It also gives readers a taste of the kinds of events held by the University Club.

PROMOTIONS

THURSDAY MORNING WAKE-UP BREAKFAST

Add a Thursday Morning Wake-Up Breakfast once a month to add value for members, take the focus off alcohol and reach a different group of prospective members – those who like morning events or who cannot attend evening ones.

Announce the breakfasts in OSU *Headlines* for two or three issues preceding the event to put the University Club name in front of the public up to 30 times a year. This free publicity promotes the club and the breakfast.

The breakfast is an added benefit to members because it is free, arranged in partnership with Panera Bread. Offer the local Panera a full, complimentary membership with flexible food credits. Panera supplies breakfast pastries to the club one Thursday a month for 10 months in exchange.

Many interesting speakers are free, so this does not add costs to the club. Suggestions include state and government officials, such as Governor Mary Fallin or Senator Jim Inhofe; owners, managers or communication directors of pro and semi-pro sports teams, such as the Oklahoma City Thunder, Oklahoma City Redhawks or Tulsa Shock; and business owners with a unique perspective, service or product, such as Mort Green, owner of Mardel and Hobby Lobby, or Sean Kouplen, OSU graduate, author and bank CEO who became a bank president when he was 24 years old.



Benefits:
Promotion of the University Club
Free breakfast to members
Guest speakers
Takes focus off of drinking club

Cost: \$620

PROMOTIONS

ETHNIC DINNERS

Our research surveys show members have an interest in trying different kinds of food, ethnic food in particular. We suggest you partner with local ethnic restaurants to provide at least five free ethnic meals a year, which greatly increases your club's value to members. A good spread for the events is September, November, January, March and May.



Reservations are required so the restaurants can plan accordingly, and online registration on the University Club's new website saves employee labor costs.

The club's cost is only \$250 for each participating restaurant and parking fees. Because each restaurant serves the free food only once a year, the restaurant's cost is not prohibitive. Restaurants like the partnership

because it gives them an opportunity to show their fare to new people, they can network when visiting the club and they get \$250 in free food at Ranchers Club.

This arrangement benefits Ranchers by giving them at least 5 additional \$250 business credits and potentially more customers and sales. The University Club benefits from the increasing number of members, who may, in turn, increase sales in the club.



PROMOTIONS

BUYER'S CLUB

Add more value to the University Club membership with a buyer's club, which gives discounts to University Club members at businesses throughout Stillwater.

Participating businesses pay \$250 a year to advertise for 10 months in University Club newsletters, brochures, e-mail and on the website. In addition, they provide special offers to club members and display the University Club logo near the cashier's area, which promotes the club and its benefits to potential members. Local businesses are also invited to join the club as members for an additional \$250.



Club members receive plastic membership cards, which they can present to any participating business to receive a discount, special pricing or complimentary service.

The price for 250 plastic membership cards with a custom design is \$260. Local businesses already expressing interest in joining the University Club's Buyer's Club include Dave Thomas Ford and OnCue.

Benefits:

Promotion of the University Club

Discounts and freebies to members

Takes focus off of drinking club

Cost: \$260



PROMOTIONS

RANCHERS REACHOUT

Nearly everyone who eats at Ranchers Club is a part of our target audience, making them good potential University Club members.

We recommend placing classy, distinctive table tents on each dining table with the following message: "Want a 15% discount every time you eat at Ranchers Club? Want \$250 in free food? Join University Club. Ask your server for more information."

Servers at Ranchers Club receive a \$10 finder's fee for each new membership application the University Club receives that has the server's name on it as a referral.

The tents are inexpensively printed on smooth cardstock at Staples or Kinkos. With a professional paper cutter, cut the tents, fold and tape them for less than 45 cents each.

Ranchers Club customers who join the University Club for the discount and food credits are likely to spend more than their \$250 in food credits while eating there, benefiting the Ranchers Club in exchange for placing the tents.



Benefits:

- Promotion of the University Club
- One-on-one contact with potential members
- Takes focus off of drinking club
- Rewards to Ranchers' employees

Cost: \$18 + Finders fee

PROMOTIONS

LIMITED MEMBERSHIPS

Distribute limited memberships to new faculty and staff at orientation. When a guest presents the membership card at Ranchers Club, the server dates and signs the card so it can't be reused and allows the guest to keep it. The guest completes an information card that is then given to Jeremy Brown or Tom Jordan along with the guest's food ticket to be reimbursed up to \$20.

Print 250 two-sided business cards as "Guest Membership" cards. One side



says, "Guest Membership" and displays the University Club logo, address, website and business hours. The bottom says, "Full membership benefits to University Club for 90 days from date of activation. May not be activated after Dec. 30, 2011," or another date you choose.

The other side says, "Activate membership by eating at Ranchers Club. This card entitles holder up to \$20 free food credit during one visit. May be used any time Ranchers Club is open." The guest is responsible for paying the difference before leaving the restaurant.

Benefits:

Promotion of the University Club

Opportunity for one-on-one contact with potential members

Takes focus off of drinking club

Cost: \$5,040

TUESDAY NIGHT WINE FLIGHTS

Alternately, as a cost saving measure, we recommend reducing the number of wine flights. This cuts costs and makes the events more special when they do occur. Although the wine flights are already in your budget, we suggest decreasing the number because there are too many similar events for the size of the club.

Once a month, or twice at most, is more fitting for a club with 92 members.

Once the club increases its membership and gets more money, it can add more wine flights or other food/beverage expenditure events.

No cost increase



PUBLIC RELATIONS

PLAN A

UNIVERSITY CLUB SCHOLARSHIP

Donating a graduate school scholarship in the University Club's name helps dispel the "drinking club" stereotype. The scholarship can be as small as \$500 and should be raised within the club. According to interviews, some people hesitate to join an organization that doesn't offer meaning other than socialization.

- A fundraising drive gives members a sense of doing something worthwhile and makes the club more purposeful.
- A press release to the *Daily O'Collegian* and e-mail to all graduate students promotes the scholarship.
- Giving back to the people you are trying to recruit is another incentive for people to join the club.

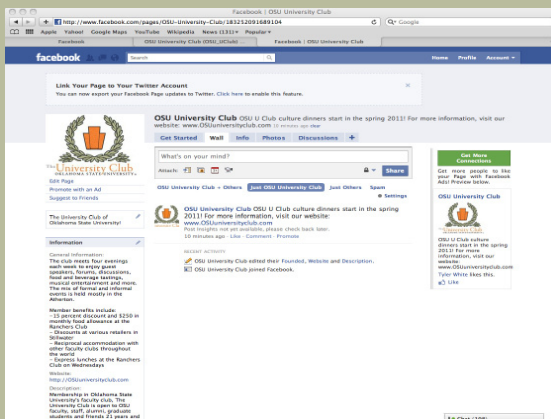


Cost: Member donations

SOCIAL MEDIA

Social media are a free method of communicating messages to the public. University Club needs to open a Facebook account and set up a Facebook group page, encouraging members to "like" them, which will automatically show up on members' Facebook pages, bringing attention to the club. The club also needs a Twitter account to connect with its audience.

The club could appoint a member to be "Network Manager" to tweet about upcoming events, create and manage the Facebook page and upload event photos.



Cost: Free

PUBLIC RELATIONS

MEET AND GREET

Our research indicates President Burns Hargis is an influential and persuasive leader on campus, so we propose a Meet and Greet public relations event at the Willham House hosted by President and Mrs. Hargis. At the event, OSU Celebrations Catering provides finger foods and beverages. Any member who wants to attend must bring at least one non-member.



At this event, members and nonmembers socialize, interact and talk about the club. Bus Jaco welcomes the attendees and introduces President Hargis, who talks about the value of the club and why it is important to interact and get to know people on campus.

- Our research shows interaction is the most effective way to recruit.
- The event takes place the third Monday of the fall semester.

Cost \$1,133

OPEN HOUSE

University mail is free, so we intend to invite all faculty, staff and graduate assistants using postcards with the “branching out” theme to a University Club open house at the Atherton. We distribute the cards in January and August.

- Interviews with University Club board members revealed many of the club’s 92 members joined after attending an open house event.
- This event is a way to branch out to new members and is not an additional benefit of membership.

Cost \$840



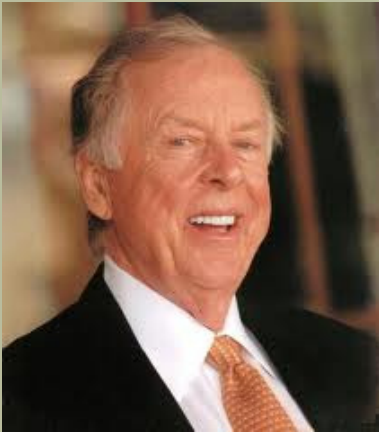
PUBLIC RELATIONS

FACULTY ORIENTATION

Board members should attend the orientation, talk to new employees and make them aware OSU has a faculty club. Highlight the benefits to individual members, events that take place and how the club has made a difference in members' lives.



Give a 90-day "limited membership" to each new faculty member and include a brochure in each employee packet.



THANK YOU MEMBERSHIP

Few have done more than Boone Pickens to benefit OSU. As a sign of gratitude and in the spirit of good public relations, we recommend the University Club give a free nonresident joint membership to Mr. and Mrs. Pickens.

FACULTY ASSOCIATION

Brochures are distributed through each college's packet, informing faculty of the club's existence and its benefits. Either Jeremy Brown or one of the board members could address the faculty association representatives at the meeting on the day the brochures are sent out.

SPEAKERS BUREAU

Prepare a PowerPoint presentation relating the club's history and benefits. Have board members or Jeremy Brown speak to organizations about the University Club and leave brochures at each meeting. Do the presentation as an informational event and not as a recruitment tool.



PUBLIC RELATIONS

PLAN B

Public Relations remains a priority when Plan B is implemented. The plan adds more of what works in Plan A, additional open houses and receptions. One new category is added and it is detailed below.

OSU SENIORS

The University Club should add a new membership category: college seniors who are 21 and over.

Reaching out to alumni is easier when they've already heard of – or better yet experienced – the University Club.

Invite them to join by sending e-mail invitations and digital brochures. Include a congratulatory letter and a brochure in their graduation packets.



Cost: \$1,490

OPEN HOUSE

Distribute the postcard invitations and hold the open house monthly for the 10 months the club operates rather than only two months as in Plan A.

Cost: \$4,200

MEET AND GREET

Besides the fall semester event in Plan A, a second event occurs the third Monday of the spring semester.

Cost: \$2,266



Media

Magazine <i>STATE</i> (1 ad per issue, 2 times / year)	
Magazine Total	\$6,000
Internet	
OSU Headlines	\$0
University Club website	
Website Design and Hosting	\$560
Internet Total	\$560
Leave Behind Materials	
Postcards	\$975
Brochures	\$515
Leave Behind Total	\$1,490
Video	
:60 video	
Production Costs	\$3,000
Video Total	\$3,000
TOTAL MEDIA BUDGET	\$11,050

Media

Magazine <i>STATE</i> (1 ad per issue, 3 times / year)	
Magazine Total	\$9,000
Internet	
Direct Mail	\$560
Postcards (26,508)	\$9,653
Brochures (26,508)	\$12,223
Direct Mail Total	\$21,876
Video	
Newspaper	\$5,000
<i>Stillwater News Press</i>	
2x/month, 10 months	\$15,772
<i>Daily O'Collegian</i>	
2x/month, 10 months	\$23,652
Newspaper Total	\$39,424
TOTAL MEDIA BUDGET	\$75,860

Budget A

Promotions	
Wake Up Breakfast	
1x/month	\$620
Ranchers Rescued	
(36 @ \$4.97)	\$18
Ethnic Dinners	
5x/year	\$1,250
Limited Memberships	
250 business cards, 250 meals	\$5,040
Meet and Greets	
1x / year	\$1,133
Boyer's Club	
250 plastic cards @ 1.04	\$260
Open House & Postcards	
	\$840
TOTAL PROMOTIONS BUDGET	\$9,161
Contingency	
	\$2,222
TOTAL BUDGET	\$22,433

Budget B

Promotions	
Wake Up Breakfast	
Table Tents	\$620
Ethnic Dinners	
Limited Memberships	\$1,250
Meet and Greets	
2x / year	\$5,040
Postcards / Open House	
Graduation Packets	\$2,266
5000 brochures @ \$.17	\$4,200
4000 Letterhead @ \$.15	\$1,490
TOTAL PROMOTIONS BUDGET	\$14,884
Contingency	
	\$9,075
TOTAL BUDGET	\$99,819

WHY CHOOSE COWBOY CREATIVE?

In October, Cowboy Creative learned about the University Club for the first time. Since then, we have worked hard to develop a campaign to address the concerns the University Club's board brought to the table that day – things like what you should be doing or doing better, what you need not be doing, how to express cost versus value and the club's main goal, how to increase and maintain membership.

Because we recognize camaraderie and collegiality as important values to club members, we chose "Branching Out" as the campaign theme, symbolizing your desire to develop new friends, interests and events through the University Club.

The campaign uses events to attract and recruit new members and to keep current ones. We focus on public relations because the club is all about people.

Our estimate – using industry standards – is that the campaign's public relations activity increases your budget by about 30 percent, giving you the value of a \$32,000 campaign for the cost of \$25,000.

APPRECIATION

Cowboy Creative team members want to thank the University Club board for the opportunity to meet and work with them on this fun, challenging and interesting campaign.

We would also like to thank the Atherton and Ranchers Club for their support and for allowing us to use their facilities.

Thank you for your time and consideration today. We will do whatever it takes to bring the University Club success and hope you will allow us to put our plan into action.





All ideas were made specially for you and we hope you to take them. We wish you the best.

Sincerely,

Cowboy Creative:

Phyllis, Reynolds, Samantha
Whitley, Joshua, Tyler
and Cameron.

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