Date: 11/22/2010

To: Bill Handy

From: JAVA Communications

Subject: SMSC Initiative Proposal

**Overview:** For your consideration, we are sending you this campaign proposal to make OSUSMSC the premier communications school in the region. We intend to make this a fun, energetic and friendly campaign with approachable representatives and a down-to-Earth tone. We will blend our messages in with the culture and hobbies of our target audience so we don't bore them or come across as insincere; this will give us a reputation as being trustworthy.

We will convey to prospective students that coming to OSUSMC will give them an advantage over their peers by showing then statistics of the employment rate of OSUSMSC graduates compared to those of competing communications schools in the region. We will also invite guest speakers (like professors) to educate undeclared students about the school, speak at orientations, and upload podcasts for high school students and parents in the region. Finally, we will focus on attributes of the school that make us unique from other schools on campus.

**Goal**: To make Oklahoma State University’s School of Media and Strategic Communication the leader in communication in the region.

**Objectives**:

Increase enrollment by 20% in 2 years

Increase the effectiveness of communication to current students by 20% in 2 years

**Message Points**:

1. By choosing OSUSMSC students have access to various clubs and support systems, which give you the tools you need to succeed in the classroom and beyond. For example, the award-winning adClub provides opportunities to make lifelong friends and gain practical experience.
2. With the new name and degree programs come new opportunities for you to earn a degree as edgy and competitive as you are by offering courses that teach according to the changing nature of the communications industry.
3. OSUSMSC students, staff and faculty can help guide you through your academic career and prepare you for the challenging opportunities life provides. SMSC’s courses will support your creative nature and challenge your intellect. Such courses like social media and persuasive writing.