

Associated Students of Washington State University



Strategic Plan 2011-2012

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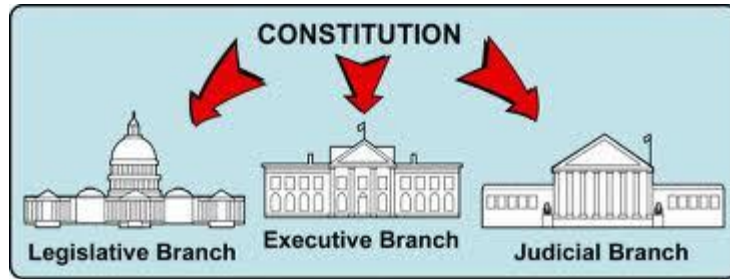
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Overview:

The Associated Students of Washington State University represent over 25,000 students in Pullman Washington. ASWSU is the student government that has been the voice of students at Washington State University for over 100 years. It is broke in to three branches; the executive branch, the legislative branch and the judicial branch. The three branches work in a similar capacity to the United State Government in that they are a system of checks and balances for each other.



Problem Area:

ASWSU has been around for over 100 years at Washington State University but if you were to survey 100 random students they could not tell you what ASWSU means. This has been a problem area for many years with ASWSU. The branding of ASWSU is not recognized by the common student, either domestic or international.

The puzzle piece that ASWSU uses as their spirit mark with its tag line “working together, getting results” is out dated and no longer the focus of the organization. This makes it difficult for students to identify with an organization when its mission does not match its branding.



Long Term Goals:

- To have a recognizable brand including logo and motto
- To have similarity within the organizations branding including the three branches and all committees

Short Term Goals:

- Begin a new marketing campaign
- Set a budget for the new marketing campaign



- Gather constituent feedback about rebranding

Audience:

The target audience for ASWSU are the under graduate students of Washington State University.

The students' age range is from 18 to 25 with an emphasis on targeting new students. The student population is extremely diverse in everything from what they may be studying to where 'home' is. There are different groups on campus that would be beneficial to target and those can be identified through campus locations.

Using the demographics of where students live will be the best way to reach our market.

Residence Halls and campus housing will be beneficial to target as well as student apartments from third party realtors. The area of college hill is a well identified area of student gathering and using the Center for Fraternity and Sorority Life will be helpful with targeting Greek Chapter housing.



Data:

A first draft survey was created and sent to eight students. Those students' answers are below. The response rate in percentage is next to the answer. The fill in the blank answers are written under the response chose by the participant. This was a non-probability survey so it lacks validity and generalizability but it is used as a beginning indication for future survey development.

- 1.) What year are you at Washington State University?
 - a. Freshman 0%
 - b. Sophomore 25%
 - c. Junior 12%
 - d. Senior 50%
 - e. Other (Please Specify) 12%
 - i. "Junior- running start"
- 2.) What is your current housing situation in Pullman?
 - a. Greek Chapter 25%
 - b. Residence Halls 0%
 - c. Off Campus House 0%
 - d. Off Campus Apartment 62%
 - e. Other (Please Specify) 12%
 - i. "University owned family housing"
- 3.) What is your major or area of study? (Fill in answer)
 - a. History and Political Science
 - b. Political Science
 - c. Education
 - d. Business
 - e. International Business
 - f. Management and Operations
 - g. History
 - h. Political Science
- 4.) Are you the first person in your immediate family to attend Washington State University?
 - a. Yes 50%
 - b. No 50%



- 5.) How often do you read the Daily Evergreen?
- a. Never 0%
 - b. 1 time a week 12%
 - c. 2 times a week 25%
 - d. 3 times a week 38%
 - e. 4+ times a week 25%
- 6.) Based on your experience at Washington State University, how many times a week do you see something that says and or is branded ASWSU? Please select the rank that best describes your answer.
- a. 1-2 times 12%
 - b. 3-4 times 50%
 - c. 5+ times 38%
- 7.) Do you know what ASWSU stands for?
- a. Yes 100%
 - b. No 0%
- 8.) Please rate your overall opinion of ASWSU.
- a. Do not know what ASWSU is 0%
 - b. Poor 0%
 - c. Fair 0%
 - d. Good 62%
 - e. Excellent 38%
- 9.) What is one suggestion you would make to improve the image of ASWSU? (Please fill in your answer)
- a. Be more present around campus so that students can identify ASWSU leaders
 - b. More effective leadership in senate
 - c. Promote more
 - d. Brand all entities within ASWSU instead of just the branches
 - e. Have it aimed to everyone, not just Greek and dorm kids
 - f. More involvement in dorms
 - g. More events on Terrell Mall, during the school day, to get maximum exposure. Many events are in the CUB, but I know MANY students who don't go through the CUB on even a weekly basis.
 - h. Transparency



Tactics:

To fix the identity problem that ASWSU has the following action items must be addressed. The majority of the objectives for ASWSU are informational.

- Design a new motto for ASWSU
- Design a new logo for ASWSU
- Put into effect a comprehensive yearlong campaign of branding
- Identify target audiences for the distribution of the new marketing
- Create a task force involving the campus media sources
- Brand all of ASWSU with the same campaign



Timeline:

| |
|---|
| <u>August 2011</u> <ul style="list-style-type: none"> ▪ Have survey designed and ready to launch to student first week of class (pretest) ▪ Create focus of representatives from all ASWSU committees and media sources |
| <u>September 2011</u> <ul style="list-style-type: none"> ▪ At the end of September run the focus group created in August ▪ Send transcripts the University marketing to aid with the development of new branding |
| <u>October 2011</u> <ul style="list-style-type: none"> ▪ Host open forum for students with a few potential designs to gather feedback ▪ Decide on top three choices |
| <u>November 2011</u> <ul style="list-style-type: none"> ▪ Allow students to give final feedback on the top three designs ▪ Introduce new marketing to higher administration |
| <u>December 2011</u> <ul style="list-style-type: none"> ▪ While students are away during winter break asses campus to identify where new marketing can go and be most effective |
| <u>January 2012</u> <ul style="list-style-type: none"> ▪ For the start of the new year, present the new ASWSU ▪ Purchase branding gear to pass out to students and begin to convert to new marketing |
| <u>February 2012</u> <ul style="list-style-type: none"> ▪ New marketing should be up in classrooms around campus and the Compton Union building ▪ All social media outlets and the ASWSU website should be 100% transitioned to new design |
| <u>March 2012</u> <ul style="list-style-type: none"> ▪ Attempt to incorporate new marketing at athletic events with free gear for students |
| <u>April 2012</u> <ul style="list-style-type: none"> ▪ Distribute a survey to students and compare the data to the pre test ▪ Analyze data to identify any holes in the new marketing |
| <u>May 2012</u> <ul style="list-style-type: none"> ▪ Campaign completion |

**Budget:**

ASWSU has a total marketing budget of \$10,000 with a discretionary line item for spirit gear at around \$5,000.

Out of the \$15,000 available for the new marketing campaign 10% will be put aside contingencies. After removing the 10% it will leave the total operating budget at \$13,500.

| Budget Item | Cost |
|--------------------------------|----------|
| Survey, pre and post test | \$3,000 |
| Focus Group, facilitation etc. | \$3,000 |
| Promotional Items | \$3,200 |
| Spirit Gear | \$4,000 |
| Design Cost | \$300 |
| Emergency Costs | \$1,500 |
| Total | \$15,000 |



Evaluation:

There are a few ways that have been identified to evaluate the success of this strategic plan.

- 1.) Use the numerical analysis from the pretest and posttest to compare the results of the campaign.
- 2.) Compare the focus group qualitative data from before the campaign implementation and after the implementation to identify differences in student perspective.
- 3.) Record the numerical change in individuals accessing the ASWSU website.
- 4.) Record the numerical change in individuals coming to the ASWSU office.



Ethics Statement

TITLE XV--ASWSU CODE OF ETHICS

1500.00 CODE OF ETHICS

1500.01 Preamble: We the leaders of the Associated Students of Washington State University represent the diverse student population of Washington State University. ASWSU seeks to promote the well being of students by respecting the integrity, dignity, and worth of individuals, with the acknowledgement of differences. The association provides services and opportunities to the student body while maintaining a professional environment. Allegiance to these ideas requires those in positions of leadership within ASWSU to refrain from, and to discourage behaviors, which threaten the freedom and respect every individual deserves.

*Taken from the Associated Students of Washington State University Bylaws at
www.aswsu.wsu.edu*