

# President's Marketing and Communication Advisory Committee - SWOT Session 10/27/2016

## STRENGTHS

### STUDENT FOCUS

- The Focus On Students
- Student Stories

### LOCATION/PRESENCE IN COMMUNITY

- New Signage
- Campus Signage

### BRAND MESSAGING

- Visual Identity Program
- News Stories
- Consistent Brand Image
- More Consistent Message – On Point
- More Variety & Frequency
- Marketing Related Outreach to Promote Events
- Mentions Large Number Of Degree Programs

### VIDEO STORY-TELLING

- New Videographer
- Increasing Use Of Video
- Growing Video Presence & Big and Bold

### DIGITAL OUTREACH

- In Social Media More Than In Past
- Website Update
- Facebook & Twitter
- Website
- Social Media
- Buying Lists – Potential Student Search
- Tech. – EMAS Admissions CRM, Razor's Edge

### LOCATION

- Elmwood Village Location
- Having Community Partners
- Community Events Held On Campus

### COLLABORATION AND STAFFING

- Collaborative Effort
- Accessable College Relations Staff
- NYC Recruiting (dedicated staff)
- College Relations Office/Staff
- Support From President
- Advisory Committee
- A Marketing Budget Exists
- Willingness Of Faculty To Support Media/Comm.

### PRINT COMMUNICATION

- 1300 Elmwood Magazine
- Publications (Existing) – 1300 Elmwood
- Undergrad Student View Book and Publications
- 1300 Elmwood Should Be Free To Everybody
- High Quality Publications (Admissions, Impact)

## WEAKNESSES

### BUDGET AND RESOURCES

- Budget – Not Effective For Full Campaigns
- Resources For Faculty & Programs For Marketing & Recruitment
- Budget For Outreach/Marketing (Buffalo State's Is Too Low)
- Staff Resources For Marketing
- Very Limited Resources/Budget
- Budget Limits/Restricts Target Marketing (Ex. Grad Programs)
- Need For Additional Staff Support
- Nimbleness
- Lack Of Prioritizing On Using Resources
- Competing Interests & Idea – Need To Evaluate/Prioritize

### BRAND MESSAGING

- Name Confusion/Identity
- Too Many Names
- Message Sometimes Too General (Ex. No Undergrad Research)
- Lack Of Radio Ads
- Lack Of Multi Lingual Advertising
- Marketing Not Always Targeted To College Age (They Aren't On Twitter, etc..)
- Need Better Understanding Of Market
- Distinguish Different Targets (Micro Targeting)
- Lack Of Specialized Marketing
- Lack Of New/Current Market Research
- Clear Marketing Menu
- Brand Doesn't Extend Beyond Campus

### PEOPLE PERCEPTION

- Low Self-esteem
- Campus Safety
- How We Treat Guests – Parking Tickets
- Inability To Look In The Mirror
- Relationship To Commuters
- Need To Address Negative Perceptions

### DIGITAL

- Search Engine on Site
- Web
- CRM needs enhancement

### PROGRAMMING

- Limited Online/Weekend Programs
- Coordination Across Divisions
- Campus Events Not Promoted

### COLLABORATION AND STAFFING

- Lack Of Use Of Alumni
- Student Involvement
- Lack Of Student-To-Student Marketing
- All Centralized Communications

## OPPORTUNITIES

### COLLABORATION AND STAFFING

- Student-To-Prospect Marketing
- Young Alums-To-Prospect Marketing
- Faculty Teaching & Training
- WBNY
- BSC TV
- BPAC Visitors
- PAC Visitors
- Athletics Visitors
- Ice Arena Visitors
- Lack Of Ability To React Quickly
- Ability To Respond Quickly To Turn A Negative Into A Positive
- Increased Internal Communications
- Alumni
  - WNY/NYS Teachers
  - Professional Development
- Match Programs To Community Programs & Business
- Refugees

### LOCATION/PRESENCE IN COMMUNITY

- Urban Campus
- Capitalize On Cultural Corridor
- New Buffalonians – Refugee Community
- Alumni and Visitors Center
- Aging Population
- Expand Beyond WNY – International

### BRAND MESSAGING

- Leverage Buffalo Buzz – Ex. Promote Student Life w/ Other Colleges
- Facility wide – Branded Classrooms/This Room
- Make Messages Relevant
- Make Sure Messages Stay Of Good Quality
- One Name
- Market Outcomes & Impact
- Market New Programs

### DIGITAL

- Hoot Suite
- Facebook Live/SNAP CHAT/TUN PT – Selfie Wall
- Free/Low Cost Social Media
- Ability To Micro Target On Social Media
- SOP For Addressing Negative Comments/Videos On Social Media
- Upcoming Investment In CRM & Other Technologies
- Expand Social Media Outlets

### DISTINCTIVE COMPONENTS

- Current Students & 100,000 Alumni (Including Teachers)
- Embrace Distinctiveness – Size
- Promote Community Engagement

# THREATS

## BUDGET AND RESOURCES

- Competitors Have Higher Budgets
- Budget Allocations Penalize Us Compare To UB
- SUNY Budget
- More Time Needed By Decreasing Faculty Number
- People Give Up When Developing New Programs at the End of Process, No Funding
- Need To Refresh Campaigns

## PEOPLE PERCEPTIONS

- External Perceptions About Us
- Negative Publicity
- Lack Of Buffalo State "Identity" – Strong ID Of Other Schools
- Name Confusion (Buffalo State/UB)
- Who We Are?
- Only Comprehensive & Right In The Same Area & Similar Name
- Urban
- How To Differentiate Buffalo State With UB

## HIGHER EDUCATION LANDSCAPE

- Not Staying Relevant/Current For Industry
- Down Turn In Enrollment
- Others Are More Nimble
- Market Of Many Colleges
- Competitors From Outside NY
- 22 WNY Institutions – Larger Marketing Budgets
- State Rules Re: C-PA

## CONTINUING ISSUES

- Student Retention Numbers
- Retention Problems
- Audience (Prospective Students) All Hard To Reach
- Campus Safety

## DIGITAL

- Information Overload

## FINANCIAL CONCERNS FROM STUDENTS/PARENTS/EMPLOYERS

- Employer Needs/Job Market
- Housing Market Around Campus – Costs Increased