LAUNCHING OUR FUTURE
STROME COLLEGE OF BUSINESS
STRATEGIC MARKETING PLAN
2021-2022
GOAL

Build overall national reputation and reputation in six pillar areas
Key Audiences

• AACSB Deans and Associate Deans
• Business Community
• Alumni
• Faculty and students
Strategies and Actions

Increase visibility among AACSB Deans and Associate Deans (Objective: Improve reputation; Target: Deans)

- Mailer to Deans and ADs about big news / accomplishments (3-4 / year)
- Letters to Deans of co-authors' institutions from Jeff (50+)
Strategies and Actions

**Increased presence at AACSB Venues such as conferences, websites (Obj: Increase awareness; Target: Deans)**

- Advertise/sponsor whenever possible (2)
- Present or write articles and Op-eds for AACSB venues / conferences (1-2)
- Make announcements in AACSB Insights (formerly Biz Ed) on gifts and donations, institutes, centers and facilities, honors and awards, etc. (1-2)
Strategies and Actions

Clearly communicate Strome’s strengths in six pillar areas (Obj: Increase awareness and recognition; Target: All)

- Offer webinars on pillar topics (8)
- Social media announcements/stories in pillar specific areas (60)
- Include pillar specific stories in quarterly newsletters (4)
Strategies and Actions

Promote faculty accomplishments to various audiences (Obj: Improve reputation; Target: All)

- Strome Insights emails: 3 faculty highlighted (4)
- Social media announcements (50-75)
- Faculty expertise story in each newsletter (4)
Strategies and Actions

*Promote current students and alum accomplishments to various audiences*

*(Obj: Improve reputation; Target: All)*

- Create emails for big announcements: 3 alum / students (4)
- Social media announcements (50-75)
- Current student and alum story in each newsletter (4)
Pillar specific strengths/assets

**Economic Resiliency**
- Cox Small Bus. Academy
- SHRM Workforce conference

**Digital Transformation**
- ADP/HCM
- Navis

**Multi-sector**
- Dragas Center for Eco analysis
- E.V. Williams RE Center

**Maritime, Supply Chain**
- Navis
- PPCM
- MSC Research Lab

**Inclusive Well-being**
- Mortgages for mothers
- Brooks Crossing

**Transitional Entrepreneurship**
- Hudgins TE lab
- Faculty research and quotes in media (e.g., Bennett)
- National grants (e.g., Wie)

- Books (e.g., Shaomin)
- External presentations/seminars (e.g., Ford)

- Publications
- Awards and recognition
Metrics

Tracking of Activities
- Strome Experts emails sent
- Social media posts (total and by pillar)
- Post cards sent to AACSB Deans and Associate Deans
- Strome Insights webinars offered
- Newsletters
- Presence at AACSB venues
- Engagement at pillar specific conferences

Outcomes
- Ranking on peer evaluation scores
- Open and engagement rates for emails
- Social media engagement (likes, retweets, comments)
Communications Calendar

- Newsletter (includes faculty, alumni and student stories)
- Strome Insights (Faculty expertise) Emails
- Alumni and Student stories (Emails)
- Strome Insights Webinars
- Social media (faculty, alumni, events, and students)
- Letters to Deans about coauthors
- Promotional Cards to Deans