

# BRANDING & MEDIA

President's Annual Assessment



NORTHEASTERN STATE UNIVERSITY

# GATHER HERE. GO WEST. YOUNG WOMAN.



[www.NSUOK.edu](http://www.NSUOK.edu)

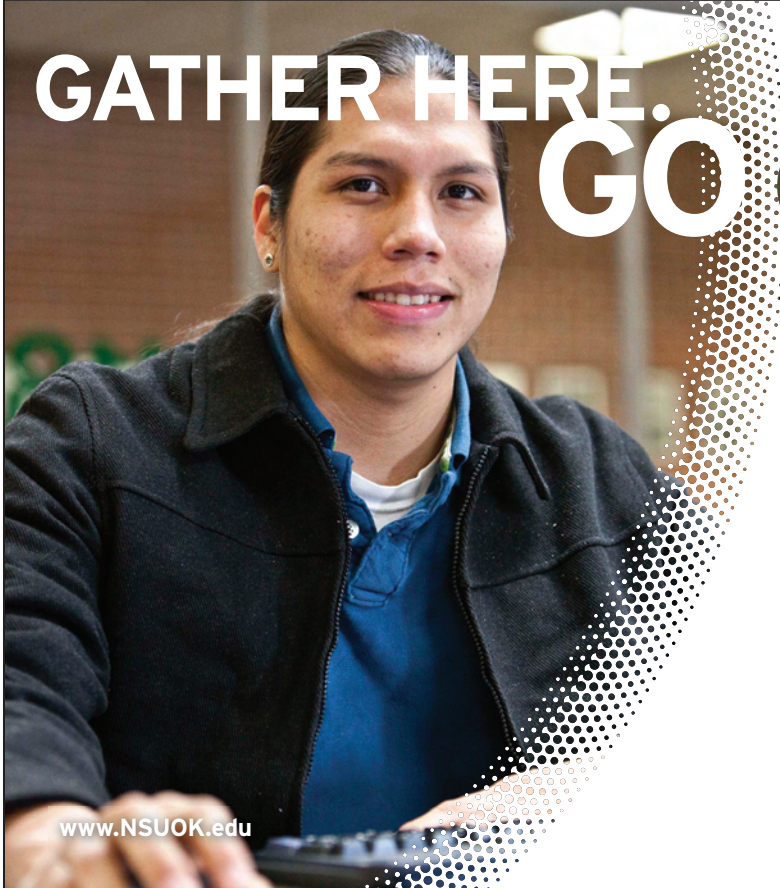
Living in Tahlequah for 19 years, DeeAnn Amlin didn't think she'd find herself at NSU. Now, she can't imagine being anywhere else. She's involved in multiple organizations, goes to events, and loves the campus. Next move? Go to California and open a vegetarian restaurant with a photography boutique.

Wherever you're going, NSU will help you get there. Spread the word!

GATHER GO  
HERE. FAR.



# GATHER HERE. GO GOOGLE.



[www.NSUOK.edu](http://www.NSUOK.edu)

At NSU, Russell Harjo has been closely involved with the American Indian Science and Engineering Society, receiving the AISES Google Scholarship for his efforts. He has also interned with the U.S. Department of Agriculture. From here, he plans to go to work for Google as a computer engineer.

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GATHER GO  
HERE. FAR.



**The Northeastern**  
STUDENT NEWSPAPER - 1/2 PAGE ADS



# FROM HERE YOU CAN GO anywhere.

Students just like you have been gathering here at Northeastern State University for well over 100 years.

You're the high school graduate ready to take on the challenge of higher learning at NSU. You're the student with a two-year degree making the seamless transition to NSU. You're the grad student advancing your career at NSU while managing job and family. You come here for studies in Business, Education, Health Sciences and dozens of other degree options.

And in the best tradition of NSU, you go from here into your place in the world and make a positive contribution.

Whatever path you're on, whatever goals you have, gather here at NSU. And see how far you can go.



## NORTHEASTERN STATE UNIVERSITY

GATHER HERE. GO FAR.

[www.NSUOK.edu](http://www.NSUOK.edu)



***Oklahoma Magazine***  
FULL PAGE AD

# HOW FAR DOES A \$2,500 TUITION WAIVER GO?



There are a lot of good things about being a student here at Northeastern State University. Small classes where you can get to know your professors. Professors who really know their subjects and care about your success. Three convenient campuses, each catering to the needs of today's students. Plus a range of degrees so wide, you're more than likely to find your chosen field. It all adds up to a quality education at a great value. Need more? How about a free \$2,500 tuition waiver?

**Find out more about NSU and how  
you can win a \$2,500 tuition waiver.**

VISIT US ONLINE AT:

**[www.Go2NSU.com](http://www.Go2NSU.com)**

OR CALL OUR ADMISSIONS OFFICE AT 1-800-722-9614.

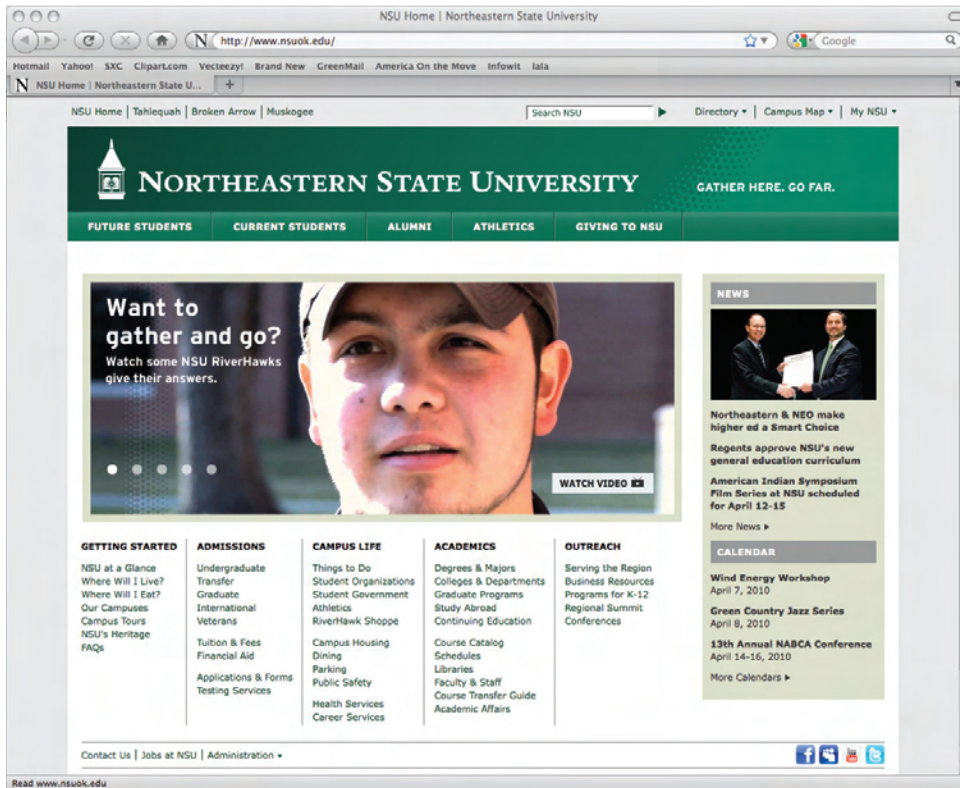


**NORTHEASTERN  
STATE UNIVERSITY**

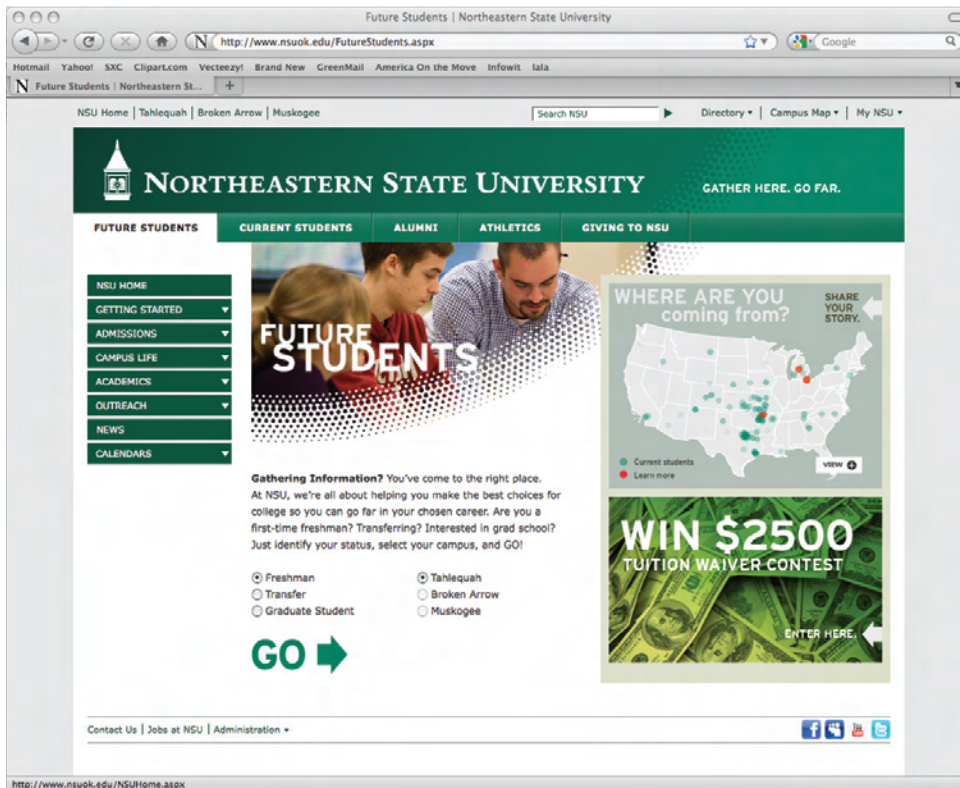
**GATHER GO  
HERE. FAR.**

***Tahlequah Daily Press***

**1/4 PAGE AD**



**www.nsuok.edu -- Homepage**



**www.GO2NSU.com**



**GO FOR  
THE**

**SMALL  
CLASSES.**

**THE SKILLED  
PROFESSORS.**

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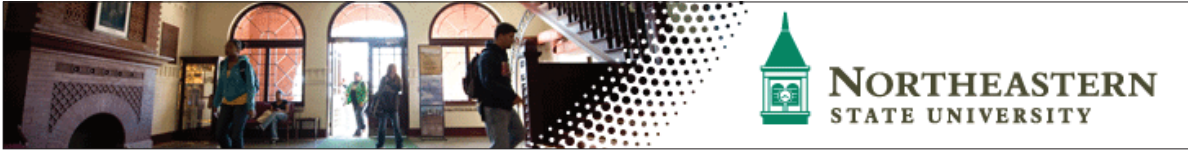
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**NORTHEASTERN  
STATE UNIVERSITY**

**GATHER GO  
HERE. FAR.**

**Tulsa World**  
FULL PAGE AD



*Tulsa World, Muskogee Phoenix,  
Tahlequah Daily Press*  
WEB BANNERS



*Tulsa World, Muskogee Phoenix,  
Tahlequah Daily Press*  
WEB BANNERS

GATHER  
HERE. GO FAR.



NORTHEASTERN  
STATE UNIVERSITY

Go2NSU.com

WHERE DREAMS  
find DIRECTION.



NORTHEASTERN  
STATE UNIVERSITY

Go2NSU.com  
GATHER HERE. GO FAR.

FROM HERE YOU CAN GO  
anywhere



NORTHEASTERN  
STATE UNIVERSITY

Go2NSU.com  
GATHER HERE. GO FAR.

GET WHERE  
YOU WANT TO GO.



NORTHEASTERN  
STATE UNIVERSITY

Go2NSU.com  
GATHER HERE. GO FAR.

SMALL CLASSES. BIG  
OPPORTUNITIES.



NORTHEASTERN  
STATE UNIVERSITY

Go2NSU.com  
GATHER HERE. GO FAR.

OPPORTUNITY  
AHEAD.



NORTHEASTERN  
STATE UNIVERSITY

Go2NSU.com  
GATHER HERE. GO FAR.

*Billboards*



## **Branding and Communications Summary**

During the past 18 months, the communications and marketing efforts of NSU have undergone a comprehensive review. Through work with consultants in the area of marketing and public relations, we have completed the process of re-branding our institutional identity and focused our communications efforts on projects that reinforce the revised mission, vision, and core values.

In terms of outreach, we are collaborating with fellow members of the University Relations team, and other institutional departments, to fulfill objectives that reinforce the directives set forth in the Strategic Plan. This has improved communication with civic leaders in communities we serve, more direct communication with identified alumni and supporters, and enhanced communication with other entities that help to disseminate information about NSU.

## **Public Relations**

The re-branding of Northeastern State University during the past 18 months has enabled a more efficient, consistent approach to our institutional communications. The continued implementation of integrated marketing strategies allows us to utilize multiple media to distribute communications, with the goal of reaching all constituents through whichever media fit their lifestyle. In addition to traditional news releases to area media and posting news and information on our newly-redesigned website, NSU provides daily updates to all faculty, staff and students through "RiverHawks Daily," the official online newsletter produced internally by the C&M staff. In addition, the official monthly newsletter, "Reflections," is distributed electronically to a selected list serve and a limited number of hard copies are also printed for selected audiences.

In addition, review of NSU's Strategic Plan has provided more clearly defined directives about reinforcing the university's mission. While we are traditionally guided by the goals of recruiting and retaining students, and soliciting public, private, and legislative support for the institution, it is through the filters of strategic goals and long term objectives that we are better able to define our intentions and create public relations campaigns around specific topics that have deeper, wider appeal.

NSU maintains ongoing contact with state and regional media and selected national media, as is relevant and appropriate. This includes print newspapers, magazines, radio, and TV. We also maintain web presence on those media through news postings and advertising. Significant progress has been made in garnering attention for NSU among regional and national media. This has been made possible both through working with outside consultants who have established contacts with media decision makers and a focused effort by staff to present stories and topics that highlight the mission, vision, and values of NSU.

Some examples:

The American Association of State Colleges and Universities featured NSU's Centennial Celebration on their website news page.

Op-ed pieces concerning NSU's response to Haiti and the long term opportunities for rebuilding and growth there, appeared in both the *Tulsa World* and *The Daily Oklahoman*.

NSU's position as a regional economic leader was outlined in a Q&A with the *Muskogee Phoenix*.

Various media, including the *Journal Record*, covered the 2009 Regional Summit at NSU and have expressed interest in providing preliminary coverage of the 2010 Summit.

Other areas of interest that have been or are being presented to the media for further coverage include: our role as a leading institution for educating teachers, the sole optometry college in Oklahoma on our campus, faculty and student achievements, Native American issues, American Indian symposium, sustainability, civic engagement, community partnerships, academic partnerships with two-year institutions through the Smart Choice marketing plan, community outreach, allied health care initiatives, and Centennial Celebration activities and related ongoing projects. Each area of interest provides opportunities to tell our story through compelling narrative, photo, and video interpretations.

### **Branding**

The NSU branding campaign has resulted in a new look and a new tag line that captures the essence of how we see ourselves and reflects the public's image of who we are. The new look appears on our website, on billboards, in advertising, student recruitment materials and throughout the university's suite of promotional items. A uniform identity builds a greater sense of camaraderie among faculty, staff, students and alumni, and presents a more clear and coherent public image.

The implementation of a new logo has also allowed us to provide a uniform look among all publications, in all media. In addition to promotional and marketing publications, the new branded look is being implemented on everyday stationery items such as business cards, letterhead, and envelopes.

### **Social media**

The university's progress in creating social media outlets includes creating an NSU YouTube channel, which is updated frequently with videos produced by the university as well as other content from students, faculty, and staff. NSU RiverHawks now has Facebook, MySpace, and Twitter pages. Individual departments, programs, and student organizations also maintain social media pages. Using the state's official social media guidelines as a template, official university guidelines will be developed that address the specific needs and questions of the university community.

### **Website redesign**

As part of the branding campaign, the Office of Communications and Marketing has worked with our consultants to develop a streamlined, user-friendly website. In January we introduced a new web presence that directly addresses the interests of key constituent groups: future students, current students, alumni, donors and athletics boosters. Other areas of specific interest are also easy to find the drop-down menu.

The website now includes interactive features that utilize flash and video to engage the visitor in a more complete NSU experience. Using our new marketing slogan, “Gather Here, Go Far,” the introductory video invites the viewer to consider the opportunities made possible through an NSU education. A separate video feature highlights a student success story. Interactive maps offer stories provided by both current students and alumni, and other rotating panels provide information relevant to specific groups of prospective students, such as veterans and transfer candidates. Student and alumni profiles are being updated regularly.

### **Publications: Recruitment and Institutional Advancement**

In the past year, we conducted an extensive review of publications used to recruit and retain students, and to solicit institutional support from public and private sources (institutional advancement).

Viewbooks and mini-viewbooks have been redesigned with the new branding look to create a compelling suite of publications aimed at prospective students. More general in scope than previous years, they will be supplemented by publication inserts that address specific interests and needs.

Alumni and development publications use targeted messaging that informs readers about the institution and its objectives, the achievements of alumni, and entices them to become part of ongoing opportunities.

Other institutional brochures and publications reinforce the overall mission, vision, and values that are the litmus test for all messaging, and use elements of the brand to reinforce a consistent look.

### **Centennial Celebration**

Marking 100 years as a state institution provided many opportunities for highlighting the institution’s successes and focusing on our historic role in the development of northeastern Oklahoma. Media opportunities centered around ongoing activities and projects during the 2009 celebration continue to be reinforced through ongoing activities, such as the recognition of 2010 Centurions on March 5. The centennial celebration symbolized the importance of chronicling the institution’s progress in terms of historical significance as well as providing educational opportunities and serving as a regional leader.

The NSU Centennial Book titled, “Roots From the Cherokees, Promises For Our Future: The Chronicle of Northeastern State University” was named a finalist for the 2010 Oklahoma Book Award. It is available for sale through [nsualumni.com](http://nsualumni.com) and the RiverHawk Shoppe in Tahlequah and Broken Arrow.

The Sequoyah statue, dedicated on Founders Day 2009, is the focal point of Centennial Plaza, which is marked by a newly created entrance to welcome visitors and campus community members alike to the main campus in Tahlequah. The statue joins the traditional clock tower as iconic symbols of the institution. Because it is unique to this institution and this region, the statue is now found on the Mission Vision Values cards, on commemorative prints, displayed on billboards, and elsewhere.