

Marketing & Niche Development Working Group Minutes
April 20, 2006 @ 1:00pm

Members Present: Marge Fadden, Rob DeMezzo, Ellen Beatty, Cathy Christy, Meg Elliot, Shyam Lodha, Elise Williams.

- Marge began the meeting by announcing that the ASP committee will be meeting with the steering committee on Friday, April 21, 2006. The discussion will center around how the academic strategic plan fits with the University Strategic Plan.
- Ellen Beatty handed out an article “The Art of Retention Building – A Handful of Lessons on Building the Brand.”
- Cathy Christy stated that they were having difficulty identifying the specific elements of a marketing plan for the university without having the mission and vision statements clearly defined. Meg Elliot added that it would be more beneficial to have a strategic plan in place before making decisions on how to communicate that plan. Meg also commented that the marketing effort should also follow an analysis of the strengths, weaknesses, opportunities and threats of the university. Cathy added that without some of these components, the elements of the marketing plan would be generic until further details could be added after the vision, mission and plan were finalized. Cathy recommended that we identify just the core components of the marketing plan at this point and develop them into an initiative. Marge advised the group that we may need to proceed without the mission and vision.
- Meg Elliot added that the university already does many things to market itself and the true initiative which we may recommend to the strategic plan might be to just improve on what the university is already doing. In addition an initiative might be to take specific elements of the strategic plan once it is completed and target marketing on these elements.
- Ellen Beatty stated that a media plan can be created only after the university decides what it wants to be known for. Ellen discussed the importance of branding and even going beyond branding in our marketing efforts. Meg added that once the university mission is decided, it is important to get all of the constituents of the university behind the mission.
- The group further discussed the mission statement of the university. We all agreed that the word “public” is critical to the mission.
- Meg commented on the need to define “integrated marketing” Meg stated that it was necessary to identify core elements, community/external perceptions, internal perceptions and it was necessary to define the mission and vision to continue.

- Ellen stated that we may want to consider mentioning our vicinity to New Haven and New York in our marketing efforts.
- Meg also added that whatever message the university chooses to use, it is critical to follow through on all promises. By making promises that are not realized, the reputation of the institution will suffer. Additionally, once the mission and vision are defined, it will be important to actively promote it both internally and externally.
- Shyam Lohda commented that the mission statement of the university is a fixed and stable statement. It should not change. The vision, however, is dynamic in that it must be able to be changed with the changing environment. Shyam also added that it would be prudent to identify the competitive advantages of the institution. Competitive disadvantages of Quinnipiac could mean competitive advantages for SCSU.
- The group agreed that we would begin to discuss rough drafts of possible strategic initiatives starting next week.

RCD