San Francisco State University

SMC Update

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AGENDA

1. SMC Update
2. Overview of Market Research plan
3. Your Role
Highlights of SMC Workplan

Assessment/Review of SMC
✓ Balance marketing with communications efforts
✓ Prepare to support the enrollment management strategy
✓ More strategic about storytelling and aligning to SFSU’s strategic planning goals

Market Research:
✓ Updated market research to support new brand and enrollment marketing strategy
✓ Survey/online focus groups: understand what stakeholders know, think of, and feel about SFSU

Opportunities to increase campus wide “marcom” collaboration
✓ Campus communicators group
✓ Sharing of SMC priorities/new processes
Highlights of SMC Workplan

Assessment/Review of SMC
✓ Communication content strategy (Steve)
✓ Social media content strategy (Jamie)
✓ Design services strategy (Barbara)
Market Research Overview

• **Methodology**: Surveys (Quantitative) and Interviews (Qualitative)

• **Objective for Part 1: Surveys**
  – Reasons for “applying to” and “enrolling” at SFSU
  – Media habits (specific radio and TV channels, internet music channels, social media sites, communication preferences, etc.)
  – Brand perceptions
Objective for Part 2: Interviews

Purpose of Interviews:
– Gather deeper insights to better understand what is valuable/most important to decisions to apply to and enroll at SFSU
– Understand the “Why” behind the gaps that are identified in the quantitative research (what leads to that perception, etc.)
## Market Research - Audiences

<table>
<thead>
<tr>
<th>Audience</th>
<th>Quant</th>
<th>Qual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current students (undergrads)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Current students (grad students)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lost undergrads (those who applied but didn’t attend/accept)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Prospective undergrads (HS Seniors and comm college transfer students)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Parents of current freshmen undergrad students</td>
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<td>X</td>
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<tr>
<td>High school counselors</td>
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<td>X</td>
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<tr>
<td>Community college transfer coordinators</td>
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<td>X</td>
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<tr>
<td>SFSU All Faculty (7 colleges and Admin)</td>
<td>X</td>
<td></td>
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<tr>
<td>SFSU All Staff (7 colleges and Admin)</td>
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<tr>
<td>SFSU All Administrators</td>
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<tr>
<td>SFSU Alumni (all)</td>
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<tr>
<td>SFSU Donors (all)</td>
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<tr>
<td>Business/community leaders</td>
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<tr>
<td>Faculty Emeriti</td>
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<td>Foundation Board</td>
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**Note:**
- Quantitative will be conducted via 2 separate surveys: Students (includes current, lost and prospective students) and Non-Students
- Qualitative will be targeted by geography
Market Research Latest Info...

Non-Student Groups (employees, retirees, alumni, donors, HS/Community College transfer coordinators, business/community leaders)

• 200k+ emails sent out, 12+ surveys for each target audience
• 6,406 initiated surveys
• 3,585 completed

Survey link (closes March 26):

• Student surveys will be sent April 5
Timeline

1. **Phase 1:** March–June
   - Surveys and interviews
   - Learnings share out (midway and end of project)

2. **Phase 2:** Summer/Fall ‘21 (TBD)
   - Test out message relevancy w/external and internal audiences
   - Finalize marketing strategy
Your Role

1. Participation in survey, link in chat

2. Patience, support and collaboration of SMC during our efforts to pivot