

Goal 4, Strategy 3B: Create marketing plan

The signature element of the response plan resulting from the market research project and the work of the task force was an aspirational positioning statement:

A leading institution of the CSU system, Cal State Fullerton is an investment-worthy intellectual and cultural center for Orange County, an invaluable partner in workforce and economic development throughout the region, and a national model for supporting student success through innovative high-impact educational and co-curricular experiences, including faculty-student collaborative research.

The University embraces its rich diversity, recognizing that it both enhances the educational experience for students and uniquely prepares them to excel as emergent leaders in the global marketplace, in further education, and in their communities.

Together with Cal State Fullerton's unmatched value and long-standing commitment to accessibility, these defining competitive advantages are resulting in the institution growing as a first-choice option for prospective students and employees, and being increasingly attractive for both private and public support.

The aspirational positioning statement and its embedded themes will be a beacon for editorial, design, media-outreach, and other communications decision-making. It can also help inform broader operational/programmatic responses by the University.

With this new direction, we will also enhance efforts to build narratives less around features we have or things we *do*, and more around outcomes and what we *mean*—connecting communications projects and stories from the life of the University to broader themes that, over time, help shape our brand.

Selected additional elements of the response plan include:

- adopting and promoting “Titans Reach Higher” as the singular University tagline;
- conducting a multi-month road show to divisions and departments review lessons learned from the research study, new pivots, and conventions governing editorial development and design;
- continuing efforts to rein-in errant logos, taglines, websites, poor and/or inconsistent design choices, and off-message narratives;
- ongoing promotion of news.fullerton.edu and social channels;
- renewing and expanding the University’s paid advertising plan; and
- initiating deeper discussion around more effective donor cultivation based on data from the research project, ways to embrace students as future alumni or alumni-in-residence to reframe how we relate to them and deliver service, and enhancing emotional connection to the University by students, faculty and staff.