

SSU FSNP

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Agenda

Brief Overview

Survey Findings

Marketing Objectives

Re-Branding Strategies

Action Plans

Budget

Conclusion

SWOT

Strengths

- Data Sets and Facilities
- Publications
- Small Enough to Make Changes Work
- SSU Brand

Weaknesses

- Promotion and Recognition
- Value not Understood
- Lack of Finances

Opportunities

- Improve Recognition and Promotion
- Attract More Donors
- Rebranding
- More Networking

Threats

- Other Student Organizations & Charitable groups
- Economic Conditions
- Lack of consistency
- Lack of Time
- Locations

Survey Findings

Marketing Research Survey

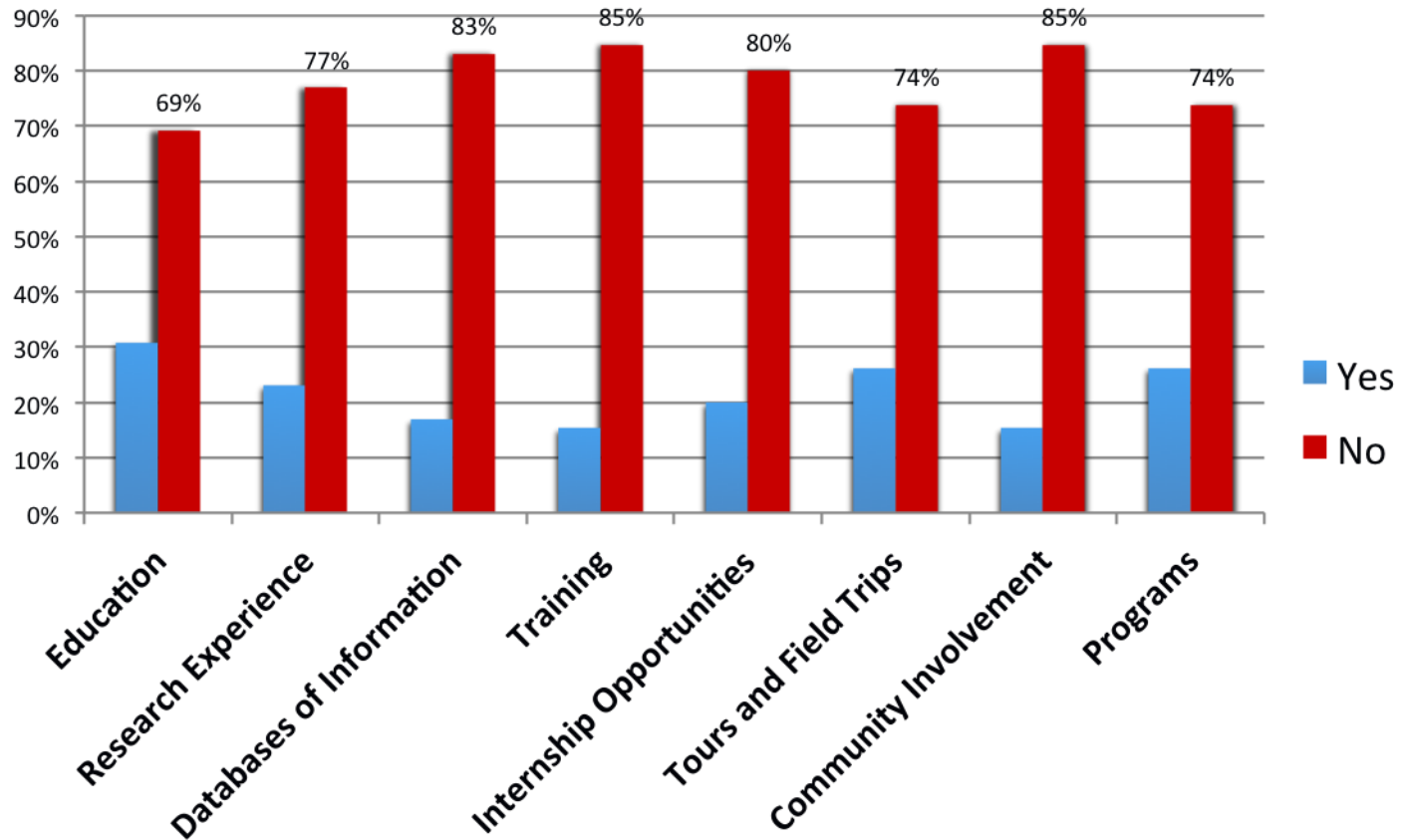
- Overall Familiarity with FSNP – 1.61
- Applicable Majors (student perception) – 1.57
- 80% of participants could not correctly identify services provided by the SSU FSNP.
- 77% of participants did not know where the preserves were located.

Survey Findings Cont' d

- ⑤ 58% of participants believe the SSU FSNP are a place where you can hike
- ⑤ 9% of participants believe the SSU FSNP are completely off limits
- ⑤ Only 14% of participants said they had no interest in visiting the preserves.
- ⑤ 86% of our respondents were 21-30 years old

Survey Findings Cont'd

Did you know that SSU FSNP provided the following services?



Survey Findings Cont' d

Survey Conclusions:

- ① As we expected
- ① Most participants had some interest in visiting the preserves
- ① Biology participants seemed to be the most aware of the preserves existence and relevance.
- ① One of the Geology majors quotes was interesting ***“I felt that the biology department had the upper hand on the activities that happened at the field stations and preserves”***

Objectives

- Re-Brand
- Increase brand awareness
 - Promotion
 - Public relations
 - Marketing
- Promote relationships with current and future users
- Build brand equity



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SSU FIELD STATIONS & NATURE PRESERVES

School of SCIENCE & TECHNOLOGY



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Galbreath Wildlands Preserve



Fairfield Osborn Preserve

INTEGRATIVE PROJECTS






Cross-disciplinary, collaborative projects involving
education, research and management

[News, Events & Calendar](#)

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WATERS Collaborative Website Launches (Oct 2012) - SSU Preserves

Makeover to SSU Co-Op eX

-  Make it catchy
-  Simple
-  Universal
-  Consistent
-  Inject some excitement!

Re-Branding

Co-Op
ex

Creating value
through dynamic
learning

Creating value through dynamic learning

Mission

The SSU Field Stations & Nature Preserves provide lands, facilities, databases, and programs that inspire participation, collaboration, and innovation in education and research at our Preserves. Our programs create opportunities for multi-disciplinary collaborations in the arts and sciences that generate new approaches to environmental challenges.

Preserve lands and facilities are available for use by all persons engaged in investigation and learning in the arts and sciences.



Social Media

⑩ Update Daily

⑩ Use Hashtags



⑩ Photos

⑩ Questions

⑩ Videos

⑩ Updates

⑩ Articles

Tri-Fold

(Flap)

(Back)

(Front)



Tri-Fold



Fairfield Osborn Preserve



"WOW!"

Sonoma State University
Co-op Ex has **three**
beautiful off-campus
preserves ranging in size
from 40 acres to almost
4,000 acres!

Creating value
through dynamic
learning



Biologists, engineers, geologists, computer scientists, economists, artists and all other disciplines alike can benefit from collaborating and discovering real-life experiences in nature.

Preserves are outdoor laboratories and classrooms without walls. On-site databases and facilities gave enhanced education and research endeavors since 1994.

Opportunities for involvement range from internships and class credits, to community outreach programs and result in:

- Inspiring new technology
- Sparking new biomedical breakthroughs
- Observing and tracking environmental change

Find out how YOU can benefit from these natural lands today!

Education

Research













































Community

(Inside Left)






(Inside Middle)

(Inside Right)






















Media Flowchart

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Website												
Social Media												
Tri-fold												
Star & PD Newspaper												
YouTube Video												

Campaign Strategies

-  Promote new Brand
-  Seawolf Day- Give Away
-  In-Person Pitch to Faculty
-  Interns for Next Year
-  Events

Campaign Flowchart

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Promote New Brand Co-Op eX												
Seawolf Day Give-away												
In-Person Pitch to SSU faculty												
Get Interns for Next year												
Events												

Future Efforts

- SSU Radio
- Happy Hour Fundraiser
- T-Shirts, mugs, water bottles
- Go to Chamber of Commerce Events and Meetings
- Events: Crab Feed, Wine Tasting, Silent Auctions

Action Plan

- Group 1: Redesign and Manage Website & PR
- Group 2: Set Up and Manage Social Medias



- Group 3: Seawolf Day Contest
- Group 4: Plan Future Events

Budget

Marketing Campaign budget \$500

	<u>Quantity</u>	<u>Cost</u>
iPad mini	1	\$329
New Pamphlets	250	\$169
Total expenditures		\$498

Suggested Priorities

-  Place Newspaper Articles
-  Plan Event for Next Fall
-  Get Interns

Conclusion

- ① New Name & Logo
- ① Slogan
- ① Social Media and Website
- ① Get programs established with Professors
- ① SeaWolf Day
- ① Get interns

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SSU Co-Op eX

Shake It Out

More fun than you think...

Co-Op eX

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