

COMMITTEE ON STRATEGIC PLANNING AND PRIORITIES MEETING

October 25, 2023 • 1:30-2:20 pm
Social Science Building, Room 331

Attendance:

2023-2024 CSPP Membership	In attendance	Excused
Jared Williams, SG Executive VP	v	
Sean Stallings, Student Affairs VP	v	
Richard Schweigert, Interim Treasurer		v
Colleen Schmidt, President of Staff Senate	v	
Nino Scarpati, Staff	v	
TBD, Graduate Student		
Jeffrey Osborn, Provost, Co-Chair	v	
Abby O'Connor, Faculty Senate President	v	
Marcia O'Connell, Faculty	v	
Raj Manimaran, Staff	v	
Andy Leynes, Faculty	v	
Yifeng Hu, Faculty	v	
Craig Hollander, Faculty	v	
Hiya Dogiparthi, SG designee	v	v
Seung Hee Choi, Faculty, Co-Chair	v	
Lisa Angeloni, Cabinet Member	v	
Guest(s)		
John Donohue, VP for Advancement		
Dave Muha, AVP Advancement		
Mark Mehler, Interim AVP Finance		

1) Review and Approve Minutes from October 11, 2023 Meeting

Note:

- Approved

2. Division Report - College Advancement, with a focus on marketing

John Donohue, Vice-President, College Advancement

David Muha, Associate Vice President for Communications, Marketing and Brand

Guests from College Advancement discussed with CSPP an update on the marketing campaign under development.

Management

College Marketing Update: brand is attuned to high-caliber students with high quality and high touch which lead to the Hi campaign and its creative expressions.

The Campaign Development team has been working with Admissions

Three ideas considered but settled on Face (the other two options were intersections-where a meet b; using #s to tell our story where not selected)

Examples:

Be the face of ambition/drive/upward mobility.

Many faces that look like you, in your work, athletics, confidence, face of tomorrow

Headlines: that are focused on specific students, of mentorship, leadership,

Visual Directions: student featured; be the face of your dreams, true potential, and talents

Questions raised:

- Question raised about asking faculty/staff asking how often they spend time with 3 or fewer students to capture the connections outside beyond the classroom.
- Question raised about ensuring we market the physical beauty of the campus//Enrollment Mgmt VP talked about each year they develop an annual poster series that is distributed to high schools.
- Question raised about marketing toward accessibility/billboards, transit, and digital advertising is being developed and aimed at accessibility such as the Pathway program.
- Question raised about affordability within the context of high outcomes//AVP College Advancement is also considering marketing to parents (digital) that focuses on tips such as looking at 4 year graduation rates
- Are we using current students as brand ambassadors or could we//this is being considered and has been done in a variety of ways.

Metrics:

12,7M digital impressions

144K clicks

817 digital leads to parents

Web traffic

49K more web views

1443% increase in academic webpage views due to social media campaigns

+37% increase in open houses since web campaign

Questions raised:

Question raised about marketing on the NJ Transfer.org website

Also recognized that we need to improve the website for Transfers

Emphasis placed on marketing the payoff of TCNJ vs other colleges who can not produce a degree in 4 yrs at the same rate as TCNJ -emphasis the value of TCNJ education compared to other institutions

3. Update from Subcommittees

- . Centers & Institutes

Ref. [Click here](#)

b. Program Closure policy

Ref. [Click here](#)

4. New business?

None

5) Upcoming Meetings

- 8th of November - Joint meeting with CIE