MARKETING AND COMMUNICATIONS

Five-Year Component Plan
UA Little Rock is a metropolitan research university that has a story to tell. Whether it’s sharing how we prepare students to be innovators and leaders in their fields or showcasing our role in research, technology and economic development, the Office of Communications and Marketing is here to tell the story. Our strategic plan seeks to support student recruitment, publicize good news, and positively influence UA Little Rock’s perception. This plan is designed to communicate the goals and objectives that we believe will support UA Little Rock’s mission and strategic plan goals.
COMPONENT GOAL: ACCESS

Increase student access to transformative educational experiences that are affordable, versatile, and relevant.

Marketing & Communications (in collaboration with Enrollment Management)

Component Goal 1: Implement strategic digital marketing and communication initiatives to support student recruitment efforts.

OBJECTIVE 1: Collaborate with Marketing & Communications to obtain regular updates on the university brand reputation.

» Strategy 1: Marketing & Communications and Admissions collaborate to strengthen the recruiting efforts/pipeline (i.e., enhance enrollment webpage, create targeted marketing campaigns).

OBJECTIVE 2: Support strategic efforts to recruit diverse, underrepresented, and post-modern students to UA Little Rock.

» Strategy 1: Marketing & Communications and Admissions collaborate to enhance advertising with direct messaging to diverse audiences.

Component Goal 2: Increase enrollment of undergraduate and graduate students by developing targeted recruitment plans and re-envisioning onboarding processes.

OBJECTIVE 1: Enhance recruitment plans for undergraduate, transfer, stop-out, and graduate students.

» Strategy 1: Develop targeted recruitment plans for selected freshmen populations.

» Strategy 2: Implement application days at high schools and community colleges to admit and scholarship students and waive application fees.

» Strategy 3: Collaborate with 2-year schools, especially in Arkansas, to create pathways for potential students to participate in UA Little Rock on-campus experiences.

» Strategy 4: Expand partnerships, creating a streamlined pipeline to recruit non-traditional and graduate students.

» Strategy 5: Develop a data-informed understanding of stop-outs and partner with retention to help re-engage students who have stopped between one and three years.

» Strategy 6: Improve and send consistent communications regarding missing credentials, including mailers, text messages, and emails.

OBJECTIVE 2: Re-envision the onboarding processes.

» Strategy 1: Re-assess and implement changes within Admissions & Recruitment to assist prospective students with the enrollment process from application to enrollment stage.

» Strategy 2: Analyze and enhance the customer service functions of enrollment management to increase effectiveness and efficiency, including assisting new students with the onboarding process.

» Strategy 3: Leverage existing IT resources to create a user-friendly interface that improves the accessibility to and understanding of existing transfer course equivalencies.

» Strategy 4: Improve onboarding and transition activities (e.g., orientation, Welcome Week, advising, and First Year Colloquium courses, review of Personal Awareness First Year Experience course, use of College Scheduler, use of math index).
COMPONENT GOAL: ACCESS

Increase student access to transformative educational experiences that are affordable, versatile, and relevant.

Marketing & Communications

Component Goal 1: Support strategic website initiatives that can impact recruitment.

OBJECTIVE 1: Enhance the university website to support recruitment efforts.
  » Strategy 1: Make conversions easy for website visitors.
  » Strategy 2: Provide relevant content on the university website about programs and write content specific to key audiences.

OBJECTIVE 2: Support efforts to recruit diverse and underrepresented students.
  » Strategy 1: Work with campus leadership to support recruitment of diverse students.

OBJECTIVE 3: Support new programs and campus initiatives that support recruitment.
  » Strategy 1: Raise awareness about new academic programs added to the university.
INSTITUTIONAL GOAL: EXPERIENCE

Improve the student, faculty, and staff experience by cultivating an engaging campus community that promotes diversity, equity, and inclusivity.

Marketing & Communications

Component Goal 1: Positively influence UA Little Rock’s perception among audiences.

OBJECTIVE 1: Plan and implement consistent brand advertising and marketing.
  » Strategy 1: Develop an annual advertising media plan to raise awareness of the university in key demographics.
  » Strategy 2: Engage campus in helping to market the university.

OBJECTIVE 2: Enhance the university’s reputation through storytelling.
  » Strategy 1: Refocus communication resources to support the university’s strategic plan and brand messages.

OBJECTIVE 3: Assess brand and reputation efforts and adjust marketing efforts based on results.
  » Strategy 1: Develop ways to communicate to campus about the university and the brand reputation.
  » Strategy 2: Assess the skill set of the marketing and communications office.

Component Goal 2: Work to ensure campus is aware of good news, activities, and events on campus.

OBJECTIVE 1: Engage campus partners in sharing positive campus news about the university.
  » Strategy 1: Work to ensure continued, effective communication about campus news and events.
  » Strategy 2: Assist the campus community in communicating in a consistent, branded way about the university.

OBJECTIVE 2: Coordinate communications and social media messages across owned channels.
  » Strategy 1: Develop a content strategy for sharing positive news related to UA Little Rock.

Component Goal 3: Utilize the university website to communicate the university experience to current and prospective students.

OBJECTIVE 1: Reimagine the university website to focus on telling a consistent brand story.
  » Strategy 1: Improve information architecture to ensure intuitive navigation that meets the needs of our various audiences.
  » Strategy 2: Ensure the university website tells a consistent brand message.
  » Strategy 3: Develop a plan for website governance to ensure the information architecture and content strategy is maintained.
INSTITUTIONAL GOAL: RESEARCH

Expand the institution’s applied research footprint to provide advanced educational opportunities and broaden external impact.

Marketing & Communications

Component Goal 1: Support research initiatives by highlighting applied research.

OBJECTIVE 1: Incorporate research highlights into existing content channels.
   » Strategy 1: Feature more research content aimed at showcasing the value of applied research.
   » Strategy 2: Explore new opportunities to promote research to external audiences.
INSTITUTIONAL GOAL: COMMUNITY ENGAGEMENT

Enhance community engagement through partnerships and collaborations involving faculty, staff, and students that address local, state, and regional needs.

Marketing & Communications

Component Goal 1: Positively influence UA Little Rock’s perception among external audiences.

OBJECTIVE 1: Ensure ongoing communication with UA Little Rock’s external audiences.
  » Strategy 1: Work with University Advancement to ensure Centennial Campaign messages remain top of mind.
  » Strategy 2: Work with University Advancement to ensure effective communication with potential donors and alumni.

OBJECTIVE 2: Engage partners in raising awareness for the brand.
  » Strategy 1: Work with University Advancement in engaging alumni boards on behalf of UA Little Rock.
  » Strategy 2: Engage media partners to help generate positive university coverage.

OBJECTIVE 3: Enhance university licensing efforts.
  » Strategy 1: Develop a plan to regularly engage with university licensed vendors.
  » Strategy 2: Enhance efforts to encourage vendors to become licensed.
Communications and Marketing Committee

Toni Boyer – Web Analyst

Angie Faller – New Director

Bobbie Handcock – Web Content Specialist

Robbie Hunt - Back-End Web Developer

Ben Krain – Photographer

Christy Longoria – Communications Specialist

Meaghan Milliorn – Director of Digital Strategy

Angela Parker – Director of Broadcast Media

Carrie Phillips – Chef Communications and Marketing Officer

Muriel Schrepfer – Graphic Designer

Adam Spelbring – Front-End Web Development