

## Strategic Initiative Project Work Plan Summary

<b>Project Name:</b>	<b>Visit Spivey Hall, Discover Clayton State</b>	<b>Academic Year:</b>	2017 –2018 / Version 1.5 (03/02/18)
<b>Strategic Priority:</b>	3. Build brand through community engagement	<b>Project Co-Leaders:</b>	Sam Dixon; Tammy Moore
<b>Team Members:</b>	Melanie Darby, Chase Moore, Linda Proctor-Merritt, Kelly Petty		
<b>Project Description:</b>	Capitalizing on databases of community members engaged and served by Spivey Hall’s concert, education, neighborhood outreach and audience development programs, systematically coordinate data-gathering and marketing communications to cultivate relationships and promote Clayton State brand awareness.		
<b>Success Measure(s)</b>	Meet Project’s messaging frequency and content goals for targeted Spivey Hall recipients. Achieve 5 – 10% increase in annual reach of University messaging per Strategic Plan priorities.		

#	MAJOR TASKS / Action Steps <sup>1</sup>	Target Date	Responsibility	Deliverable(s) / Notes
1	Describe concert-goer, donor, and education communities that Spivey Hall's programming serves. Provide overview of Spivey Hall's current patterns and policies for messaging according to community members' interests. Discuss how achieving specific departmental goals and objectives of Strategic Plan will also build Clayton State brand, and how messaging through Spivey Hall can support these achievements. Identify FY17/18 opportunities in which messaging could have greatest reach and impact (e.g., in days following Strategic Plan launch, and for 2017/2018 Give4Dreams).	July 14 '16 March 1 '18	Team	Completed. Email and social media posts will facilitate low-cost, mutually reinforcing messaging. Some new collateral for display and distribution will also be needed for messaging at Spivey Hall concerts and community outreach events. Development (Chase), PR (Kelly) members and Enrollment Management team member (Linda) will provide message content and related graphics for message distribution by Spivey Hall. FY 17/18 Give4Dreams goals achieved.
2	Identify primary FY17/18 departmental messages per Strategic Plan priorities to enhance CSU brand understanding and awareness.	Aug. 16 '16 March 1 '18	Chase, Kelly, Linda, Tammy	Completed and ongoing. Consider when/how messaging would be most effective and relevant for intended audiences/recipients. Spivey Hall (Tammy, Melanie), Development (Chase) and PR (Kelly) collaborated to create a VPA Social Media Cooperative and Donor Email Action Items. Projects completed include CSU Alumni outreach, GMEA Distance Learning Classes

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				and the “Clara Meets Robert” piano fundraising campaign.
3	Match messages relevant to Spivey Hall contacts by completing Messaging Matrix	Aug. 16 '16 March 1 '18	Team, in team meeting	Completed Messaging Matrix indicates basic message content, timing, and medium. Expanded Matrix to include messaging to internal and external sources.
4	Articulate Project's FY17/18 messaging plan for Spivey Hall by message, month, and medium	Sept. 1 '16 March 1 '18	Tammy, Melanie	Completed. Messaging plan includes due dates for deliverables from Project partners. Communications include Education outreach (That Viola Kid and U.S. Army Band) partnerships with local school systems and Veterans community groups.
5	Ensure that University website pages to which initial Spivey Hall electronic messaging and social media posts can be linked are ready and updated with relevant content.	Sept. 30 '16 March 1 '18	Chase, Kelly, Linda	Completed. Visits to departmental web pages communicate strategic priorities and opportunities for community engagement that also build Clayton State brand awareness and understanding. Revision and updates to both Spivey Hall and University web pages are completed and successful.
6	STRATEGIC PLAN 2022 FORMALLY LAUNCHED	Early Oct. '16 date TBC	President's Office/ University Advancement	Completed and ongoing.
7	With content/links/graphics supplied by University Advancement and Enrollment Management, Spivey Hall implements Project messaging for November 2016 through June 2017, quantifying emails sent and opened, link click-throughs, website hits, net email list growth, and collateral distributed, as well as measures relevant	Late Oct. '16 through late May '17	Tammy, Melanie, Chase, Kelly, Linda	Completed and ongoing for FY18. Monthly Spivey Hall email blasts, social media posts; collateral distributed at Spivey Hall Spivey Hall Friends Council events, and via bulk mailings, as well as at Enrollment

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	to departmental goals/objectives (e.g., requests for information, participation in events, new messaging contacts)			Management and University Advancement events.
8.	Summarize Project messaging activity and analyze response to date, including feedback from messaging recipients. Adjust messaging as necessary.	<b>Dec 15 '16</b> <b>March 1 '18</b>	Team	Completed and ongoing. Opportunity to gauge effectiveness of messaging and how to quantify it. Results will inform preparations for Give4Dreams messaging. Give4Dreams Project for a campus and community concert sponsorship established based on feedback from Spivey Hall Donors and Campus Communications.
9.	Evaluate effectiveness of Project messaging reach/response by (a) surveying messaging recipients' knowledge, perceptions and feelings about Clayton State vis-a-vis primary brand attributes, and (b) assessing Project messaging impact on departmental goals/objectives for FY17/18. Incorporate lessons learned in FY18/19 plans	<b>June 7 '17</b> <b>June '18</b>	Team	In progress. Summaries of actual communications by priority message, month and medium; Google analytics results; Project partners' measures of increases in communications reach/database contacts. Student enrollments and new gifts resulting from messaging. Survey responses from messaging recipients indicating greater knowledge of Clayton State brand attributes and more favorable perceptions of the institution.

<sup>i</sup> Use verb-noun combination to focus activity, e.g., research variables, design survey, pilot survey, etc.