

Western New Mexico University Marketing Communications Plan And Controls



Version 1

Prepared by

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public relations



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Executive Summary

Founded in 1893 in historic Silver City, New Mexico, Western New Mexico University offers a variety of educational opportunities ranging from certificates to Masters Degrees in an array of disciplines to individuals in and around western New Mexico.

In order to increase WNMU's enrollment and reputation, a random sample of adult residents in Grant County was conducted by Research & Polling. The survey results show that, overall, the vast majority of Grant County adult residents have either a positive (50%) or neutral (27%) opinion of WNMU. Residents feel positively about WNMU mainly because it provides a good/quality education (27%), as well as having good/qualified instructors/professors (8%) and feeling that WNMU is a great/good university (7%).

Interestingly, residents who have lived in Grant County for more than 20 years and those who have a high school education or less are more apt than others to have a very positive impression of WNMU, while residents whose annual household income is \$60,000 or higher are more inclined to have a negative opinion about the university. In addition, those with higher income levels typically have higher expectations of a university, in stark contrast to lower income individuals typically have lower expectations of higher education. As a result the higher income earner is more likely to think that WNMU has a ways to go to meet their expectations.

The phrase "A University Worth Discovering" describes WNMU well according to nearly half of residents (47%), with one-quarter (24%) who feel this phrase describes it completely. Twenty-nine percent of residents have a neutral opinion when asked how well this phrase describes WNMU. For 12% of residents, this phrase does not describe WNMU well.

Using the research findings, several facts and opportunities (that align with the WNMU Strategic Plan) were identified:

- **Fact:** WNMU's positive reputation is fueled by Grant County residents who feel it provides a good quality education and has a good/qualified faculty. Those who have a negative feeling about WNMU cite poor staff and administration.
- **Opportunity:** WNMU can increase favorability about its faculty by promoting their skills and compassion for instruction.
- **Fact:** Residents who have lived in Grant County for more than 20 years and those who have a high school education or less are more apt than others to have a very positive impression of WNMU.
- **Opportunity:** Continue programs that reinforce WNMU to K-12 students in the counties it serves



- **Fact:** Residents whose annual household income is \$60,000 or higher are more inclined to have a negative opinion about the university.
- **Opportunity:** Engage Grant County residents with household incomes of \$60,000 or higher about WNMU and how it benefits the community.
- **Fact:** Nearly three-quarters of residents (71%) feel WNMU is economically beneficial to Grant County (45% feel it is very economically beneficial).
- **Opportunity:** Drive home the point about WNMU being economically beneficial to the county by sharing success stories on a regular basis with target audiences.
- **Fact:** The phrase “A University Worth Discovering” describes WNMU well according to nearly half of residents, with one-quarter who feel this phrase describes it completely.
- **Opportunity:** Start reinforcing the “brand” in all communications.
- **Fact:** Survey respondents feel the students and faculty are among the greatest strengths of Western New Mexico University.
- **Opportunity:** Position student successes and world class faculty.

Looking at the opportunities, the top demographic and geographic audiences were identified:

- **Demographic** – Level #1: Hispanic and Native American men and women ages 17 – 30
- **Geographic** – Level #1: Those people currently residing in Grant, Catron, Hidalgo, Luna, McKinley and Sierra Counties in New Mexico as well as eastern Arizona and the area surrounding El Paso, Texas.
- **Program** – General enrollment at WNMU in Silver City, Truth or Consequences, Deming, Lordsburg, Gallup.
- **Demographic** – Level #2: College and University bound high school students
- **Geographic** – Level #2: Those students living in New Mexico, Southern Arizona and West Texas.
- **Program** – General enrollment at WNMU in Silver City, Truth or Consequences, Deming, Lordsburg, Gallup.
- **Demographic** – Level #3: Masters candidates, age 22-50
- **Geographic** – Living in the Four Corners (Gallup campus), living in the Southwest United States (on-line), and living in Mexico.
- **Program** – Online masters program, Gallup masters program, Monterey Partnership

Based on the above mentioned information, several campaign goals, objectives and strategies were created, with specific measurable results.

Campaign Goal: Increase positive perception about WNMU in Grant County (Strategy 5.5)

Objective: Increase positive opinions about WNMU by 10% (to 60%) in Grant County, over a two year period.

Strategy: Actively promote WNMU activities and community involvement to Grant County residents.



Campaign Goal: Increase the number of residents in Grant, Catron, Hidalgo, Luna McKinley and Sierra Counties that enroll at WNMU (Strategy 5.5).

Objective: Increase enrollment by 3% in Grant, Catron, Hidalgo, Luna and Sierra Counties over the next two years.

Strategy: Promote WNMU student successes and quality faculty.

Campaign Goal: Increase membership into the Group of 20 and involvement in the Alumni program (Strategy 7.1).

Objective: Add and retain five more members into the Group of 20 for one year and increase active participation in alumni activities by 50% for two years.

Strategy: Introduce WNMU through student and faculty successes.

Campaign Goal: Increase opinions among Grant County residents that WNMU is economically Beneficial to Grant County (Strategy 7.1).

Objective: Increase opinions by 5% (to 76%) over a two year of people in Grant County who feel WNMU is beneficial to the economy.

Strategy: Position success stories about WNMU's economic impact and SBDC to Grant County residents.

Campaign Goal: Introduce that WNMU is a "University Worth Discovering" (Strategy 1.1)

Objective: Increase the number of students participating in the Western Undergraduate Exchange program by 10% over a two year period.

Strategy: Implement and introduce WNMU as a "University Worth Discovering" to new and underrepresented markets.

Campaign Goal: Increase enrollment for online programs

Objective: Increase enrollment in under graduate and graduate online programs by 400 students over the next two years.

Strategy: Introduce WNMU on-line programs through new and traditional media

In order to leverage awareness for Western New Mexico University in target audiences the stories that are developed will need to include consistent messages and approaches. Stories should be localized to the specific media audiences through the messages and messengers (whenever possible). For example: A story about students from the Raton area should also include the total number of students attending from the Raton area.

Some of the story ideas represented in the timeline/action plan include:

Satellite Campus story ideas:

- Truth or Consequences – College preparation courses provided at local schools
- Gallup – The number of participants and graduates from the masters program
- Deming – The number of under graduate and graduate students leveraging remote learning courses to save on gasoline costs
- Lordsburg – The new campus is breaking ground to provide a permanent home to a program that has already started in temporary structures.

WNMU Success Stories:



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- Scholarship recipients (the number of students starting the new school year on scholarships)
- The number of students enrolled in Silver City, Deming, TorC, Gallup, and Online
- Alumni stories (homecoming angle)
- Mexico Partnerships
- Affordability
- Unique WNMU programs

A six month timeline, implements the approach to attain the measurable objectives outline in this document.



Background

Founded in 1893 in historic Silver City, New Mexico, Western New Mexico University offers a variety of educational opportunities ranging from certificates to Masters Degrees in an array of disciplines to individuals in and around western New Mexico.

Originally formed as the New Mexico Normal School, its primary mission was to prepare teachers to educate the children of mining families residing in Silver City. The institution became New Mexico State Teacher's College in 1920. In 1963, the school was renamed Western New Mexico University (WNMU), reflecting a more diverse curriculum. Today, WNMU offers programs in Education, Business and Public Administration, Arts and Sciences, Applied Technology, Nursing, Occupational Therapy and Social Work.

WNMU is unique among New Mexico's universities in providing certificate, associate, baccalaureate, and graduate level programs as well as Adult Education Services (AES), education and training for welfare recipients under the "WNMU Works" program sponsored by the NM Department of Labor. WNMU offers 15 certificate and associate degree programs, 37 baccalaureate majors, and eight graduate majors. Undergraduate majors are shown in Figure OP-1. The graduate level programs are depicted in Figure OP-2. Over 50 percent of WNMU baccalaureate and master's graduates are teachers, counselors, or school administrators.

The WNMU student body is primarily made up of students from the five-county region comprised of Catron, Grant, Hidalgo, Luna and Sierra counties – with notable fraction hailing from Arizona and Texas. The five-county area surrounding WNMU is rural and mostly Hispanic. A large percentage of income levels fall below the averages in other parts of New Mexico. Most students attend classes at the main campus in Silver City, New Mexico. Courses are also offered in Gallup, Truth or Consequences, and Deming. Each of the campuses has a unique student base and core study areas. In Deming, the nursing program is predominant. In Gallup, graduate level education and counseling degrees dominate. And, in Truth or Consequences, the campus and curriculum aligns with a traditional community college setting.

WNMU is a Minority Serving/Hispanic Institution under the Higher Education Act, Title III program of the U.S. Department of Education. Minority enrollment is approximately 49 percent (43% Hispanic; 3% American Indian; 2% African American; 1% Asian American). A large percentage of WNMU students are first-generation college students and/or nontraditional students.

WNMU employs approximately 285 staff and faculty. It is led by the President, Dr. John Counts and a very capable management team. A Board of Regents, appointed by the Governor of New Mexico, works autonomously with the administration to oversee areas that include policies, budget and operations. The regents include: Tony P. Trujillo, Noreen Krewer-Scott, William, E. "Bud" Davis, Charles Randy Briggs and Danica Tarkington.



Research

This research study was commissioned by Ahrens-Garrity Public Relations to measure Grant County adult residents' opinions about Western New Mexico University.

The Interview

A random sample of adult residents in Grant County was interviewed by telephone. Telephone numbers were generated from the Research & Polling, Inc. database. All interviews were conducted between May 5 and 13, 2008.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument. A total of 304 adult residents in Grant County completed interviews.

Margin of Error

A sample size of 304 at a 95% confidence level provides a maximum margin of error of approximately 5.7%. In theory, in 95 out of 100 cases, the results based on a sample of 304 will differ by no more than 5.7 percentage points in either direction from what would have been obtained by interviewing all adult residents in Grant County.

Sample Bias

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

The Report

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include: Age; Annual household income; Ethnicity; Gender; Education level; Length of residency in Grant County; Household member is current/previous student of WNMU; and City/town.

The Findings

Overall, the vast majority of Grant County adult residents have either a positive (50%) or neutral (27%) opinion of WNMU. Residents feel positively about WNMU mainly because it provides a good/quality education (27%), as well as having good/qualified instructors/professors (8%) and feeling that WNMU is a great/good university (7%). Approximately one-in-ten residents (11%) have a negative general impression of WNMU, mainly because they feel the staff/administration is poor (11%).



Interestingly, residents who have lived in Grant County for more than 20 years and those who have a high school education or less are more apt than others to have a very positive impression of WNMU, while residents whose annual household income is \$60,000 or higher are more inclined to have a negative opinion about the university.

Between two-fifths and three-fifths of Grant County adults rate WNMU positively for various attributes tested in the study, including the quality of education (60%), performance as an active member of the community (46%), the quality of the faculty (47%), and WNMU giving back to the community (42%). Notably, approximately one-fifth to one-quarter of residents have not formed an opinion about WNMU regarding the various attributes. Overall, residents who have a high school level of education or less are more apt than others to feel WNMU performs well on these various attributes.

Nearly three-quarters of residents (71%) feel WNMU is economically beneficial to Grant County (45% feel it is very economically beneficial). In fact, only 5% feel the school is not economically beneficial to the county. Residents who have a high school education or less are more likely than others to feel WNMU is very economically beneficial to Grant County (57%).

The phrase “A University Worth Discovering” describes WNMU well according to nearly half of residents (47%), with one-quarter (24%) who feel this phrase describes it completely. Twenty-nine percent of residents have a neutral opinion when asked how well this phrase describes WNMU. For 12% of residents, this phrase does not describe WNMU well.



Situation Analysis

The research provides a number of facts that provide opportunities to further position and brand Western New Mexico University in a favorable manner:

- **Fact:** WNMU's positive reputation is fueled by Grant County residents who feel it provides a good quality education and has a good/qualified faculty. Those who have a negative feeling about WNMU cite poor staff and administration.
- **Opportunity:** WNMU can increase favorability about its faculty by promoting their skills and compassion for instruction.
- **Fact:** Residents who have lived in Grant County for more than 20 years and those who have a high school education or less are more apt than others to have a very positive impression of WNMU.
- **Opportunity:** Continue programs that reinforce WNMU to K-12 students in the counties it serves
- **Fact:** Residents whose annual household income is \$60,000 or higher are more inclined to have a negative opinion about the university.
- **Opportunity:** Engage Grant County residents with household incomes of \$60,000 or higher about WNMU and how it benefits the community.
- **Fact:** Nearly three-quarters of residents (71%) feel WNMU is economically beneficial to Grant County (45% feel it is very economically beneficial).
- **Opportunity:** Drive home the point about WNMU being economically beneficial to the county by sharing success stories on a regular basis with target audiences.
- **Fact:** The phrase "A University Worth Discovering" describes WNMU well according to nearly half of residents, with one-quarter who feel this phrase describes it completely.
- **Opportunity:** Start reinforcing the "brand" in all communications.

The research also provides communication opportunities to align with the WNMU 2007 – 2010 Strategic Plan:

- **Strategy 1.1:** Identify potential key markets and aggressively recruit new students from these markets using an established marketing plan that proactively addresses AQIP Action Project Marketing Team recommendations, marketing consultant reports, PR recommendations and reports, and other relevant information.
- **Opportunity:** Use the affirmed branding approach to recruit additional students from new and existing markets.



- **Strategy 5.5:** Develop and implement a plan to proactively increase WNMU's visibility and a positive public image with the assistance of a professional public relations firm.
- **Opportunity:** Develop and implement a plan that increases visibility in a way that also increases enrollment and community support.

- **Strategy 7.1:** Fully inform stakeholders
- **Opportunity:** Personalize faculty, staff and student stories against a backdrop of academic success through all earned and paid media as well as in all recruitment efforts. Promote successful alumni careers.



Target Audiences

This marketing communications plan will focus on demographic and geographic target audiences:

- **Demographic** – Level #1: Hispanic and Native American men and women ages 17 – 30; those participating in one of the existing two year degree programs in New Mexico.
- **Geographic** – Level #1: Those people currently residing in Grant, Catron, Hidalgo, Luna, McKinley and Sierra Counties in New Mexico as well as eastern Arizona and the area surrounding El Paso, Texas.
- **Program** – General enrollment at WNMU in Silver City, Truth or Consequences, Deming, Lordsburg, Gallup.

- **Demographic** – Level #2: College and University bound high school students
- **Geographic** – Level #2: Those students living in New Mexico, Southern Arizona and West Texas.
- **Program** – General enrollment at WNMU in Silver City, Truth or Consequences, Deming, Lordsburg, Gallup.

- **Demographic** – Level #3: Masters candidates, age 22-50
- **Geographic** – Living in the Four Corners (Gallup campus), living in the Southwest United States (on-line), and living in Mexico.
- **Program** – Online masters program, Gallup masters program, Monterey Partnership

- **Demographic** – Level #4: High school age students, age 15-18
- **Geographic** – Level #4: Attending public school in Southwest New Mexico
- **Program** – Dual enrollment program

- **Demographic** – Level #5: Residents with an income in excess of \$60,000
- **Geographic** – Level #5: Those people living in the Grant County area
- **Program** – Alumni relations, Group of 20, Town & Gown



Campaign Goals and Objectives

Campaign Goal: Increase positive perception about WNMU in Grant County (Strategy 5.5)

- **Objective:** Increase positive opinions about WNMU by 10% (to 60%) in Grant County, over a two year period.
 - **Strategy:** Actively promote WNMU activities and community involvement to Grant County residents.
 - **Tactic:** Community event partnerships
 - **Tactic:** Town & Gown
 - **Tactic:** SBDC awareness
 - **Tactic:** News releases
 - **Tactic:** Opposing Editorial

Campaign Goal: Increase the number of credit hours at WNMU (Strategy 5.5).

- **Objective:** Increase the number of credit hours by 3% over the next two years.
 - **Strategy:** Promote WNMU student successes and quality faculty.
 - **Tactic:** Internet/New Media
 - **Tactic:** Speakers Bureau/Recruitment
 - **Tactic:** News releases
 - **Tactic:** Student Successes (earned and paid)
 - **Tactic:** Faculty Quality (earned and paid)
 - **Tactic:** View Book

Campaign Goal: Increase membership into the Group of 20 and involvement in the Alumni program (Strategy 7.1).

- **Objective:** Add and retain five more members into the Group of 20 for one year and increase active participation in alumni activities by 50% for two years.
 - **Strategy:** Introduce WNMU through student and faculty successes.
 - **Tactic:** Direct Mail
 - **Tactic:** News releases
 - **Tactic:** Opposing Editorials
 - **Tactic:** Hosted receptions
 - **Tactic:** Alumni Bulletin
 - **Tactic:** Alumni newsletter



Campaign Goal: Increase opinions among Grant County residents that WNMU is economically Beneficial to Grant County (Strategy 7.1).

- **Objective:** Increase opinions by 5% (to 76%) over a two year of people in Grant County who feel WNMU is beneficial to the economy.
 - **Strategy:** Position success stories about WNMU’s economic impact and SBDC to Grant County residents.
 - **Tactic:** Community event partnerships
 - **Tactic:** Town & Gown
 - **Tactic:** SBDC awareness
 - **Tactic:** News releases
 - **Tactic:** Opposing Editorials

Campaign Goal: Introduce that WNMU is a “University Worth Discovering” (Strategy 1.1)

- **Objective:** Increase the number of students participating in the Western Undergraduate Exchange program by 10% over a two year period.
 - **Strategy:** Implement and introduce WNMU as a “University Worth Discovering” to new and underrepresented markets
 - **Tactic:** Direct Mail
 - **Tactic:** News Releases
 - **Tactic:** View Book
 - **Tactic:** Student Successes (earned and paid)
 - **Tactic:** Faculty Quality (earned and paid)

Campaign Goal: Increase enrollment for online programs

- **Objective:** Increase enrollment in under graduate and graduate online programs by 400 students over the next two years.
 - **Strategy:** Introduce WNMU on-line programs through new and traditional media
 - **Tactic:** Direct mail
 - **Tactic:** News releases
 - **Tactic:** Hosted receptions
 - **Tactic:** posting to online newsgroups and affinity groups

Campaign Goal: Increase enrollment from Mexico

- **Objective:** Increase enrollment in under graduate and graduate programs in the Mexico Market by 5% over the next two years.
 - **Strategy:** Introduce WNMU programs through new and traditional media
 - **Tactic:** News releases
 - **Tactic:** Partnerships with the SBDC and IBA



Story Angles/Approaches

In order to leverage awareness for Western New Mexico University in target audiences the stories that are developed will need to include consistent messages and approaches. Stories should be localized to the specific media audiences through the messages and messengers (whenever possible). For example: A story about students from the Raton area should also include the total number of students attending from the Raton area.

Some of the story ideas represented in the timeline/action plan include:

Satellite Campus story ideas:

- Truth or Consequences – College preparation courses provided at local schools
- Gallup – The number of participants and graduates from the masters program
- Deming – The number of under graduate and graduate students leveraging remote learning courses to save on gasoline costs
- Lordsburg – The new campus is breaking ground to provide a permanent home to a program that has already started in temporary structures.
- Dual credit
- Social Work Program

WNMU Success Stories:

- Scholarship recipients (the number of students starting the new school year on scholarships)
- The number of students enrolled in Silver City, Deming, Lordsburg, TorC, Gallup, and Online
- Alumni stories (homecoming angle)
 - Alumni working together, integrating curriculum at Deming High School
 - Successful business owners – furniture store, state police, sheriffs, funeral home, journalist
 - Zoology graduates
 - Add ‘notable Alumni’ section to the website (update monthly)
- Mexico Partnerships
 - Students from Mexico (undergraduate degrees)
 - Professors from Mexico (graduate degrees)
- Affordability
 - how students are leveraging low tuition rates to earn a degree
 - How students are leveraging state of the art technology to earn a degree
- Unique WNMU programs
 - Online components for military wives (Veterans Day angle)
 - How the WNMU Nursing program has benefited New Mexico’s rural healthcare problem
 - Successful graduates who become hospital administrators or chief nursing officers
 - Child Development play therapy program
 - Criminal Justice program: Impact of police academy on crime in 4 county area
 - Criminal Justice program: Border patrol agent who is completing an online degree



- Freshman preparation – how WNMU prepares freshman for the “real world” (i.e. credit cards, rape, hazing)
 - Monthly success stories from Small Business Development Center
 - A “Night at the Museum” feature to coincide with Halloween
 - Features on first generation college students
- **Online Degree Awareness**
 - E-commerce degrees available through WNMU
 - Online Undergraduate and Master’s programs (popularity due to skyrocketing fuel prices)
 - How vocational teaching degree (online) opens new doors for trade professionals
 - Parent advice column in local paper
 - Feature alumni, farthest online student
 - Freshman preparation – how WNMU prepares freshman for the “real world” (i.e. credit cards, rape, hazing)
 - Monthly success stories from Small Business Development Center
 - A “Night at the Museum” feature to coincide with Halloween
 - Features on first generation college students
 - Alumni Newsletter – Just for You program



Timeline

July

- Feature Story Pitch
 - TorC – Preparatory courses held for those attempting advanced degrees
 - Monthly Success Story – Small Business Development Center
- News Story Pitch
 - Distance Learning – How students who have to travel to school are coping with high gas prices
 - Summer School Sessions End
- Clipping Database
 - PIO to create a database to monitor WNMU coverage in local, regional and national publications.
- Develop Regional Exposure
 - Publications include: Glenwood Gazette, Desert Exposure, Forever Frontier, Mountain Mail News, Deming Highlight, TorC
- Editorial Meeting
 - Ken Waltz, Albuquerque Journal
- Board of Regents meeting and Alumni Dinner, July 31
 - Albuquerque

August

- Feature Story Pitch
 - Gallup - Graduate studies, masters program
 - E-Commerce Degree
 - Scholarship Recipients
 - First Generation College Students
 - Monthly Success Story – Small Business Development Center
- News Story Pitch –
 - Deming - Nursing Program Offers Satellite Learning
 - Scholarship Recipients
 - Academic
 - Chris Voller Scholarship
 - CES Training
 - WNMU Making Education Affordable During Recession
 - Transition – Localize national college issues and showcase what WNMU does to help students cope with these issues (debt, assault, safety, etc.)
 - 18th – Classes Begin – What’s being offered that is new
- Extended Campus Tour
 - Director of Communications to visit TorC, Gallup and Deming
 - Discussion topics: branch news coverage, outreach and logo/positioning statement incorporation
- Associated Press Coverage
 - AP story possibilities: former NFL player hired as defensive coordinator, student and faculty achievements, unique university happenings, etc.
- Faculty Member Database



- Experts amongst faculty to be identified as contacts for regional news stories
- Alumni Activities
 - Albuquerque Alumni Chapter Meeting – August 2
 - Las Cruces Alumni Chapter Meeting, August 20
 - El Paso Alumni Chapter Meeting, August 22

September

- Feature Story Pitch
 - Play Therapy (child development)
 - Successful Graduates – Feature on hospital administrators or chief nursing officers
 - Zoology – Alumni Feature
 - Monthly Success Story – Small Business Development Center
 - September 1st – Gem and Mineral Show – Mimbres Artifacts
- News Story Pitch
 - Enrollment Announcements
 - hospital administrators (WNMU graduates)
- Community Involvement
 - WNMU participation in upcoming local events: county fair, holiday festivals, Arts Council events, Town & Gown, etc.
- Multimedia PR Focus
 - Websites: youtube.com, WNMU MySpace, college search engines, WNMU webpage, etc.
 - Local Radio: 92.9 and 102.9 (Sabrina Pack, radio personality and WNMU professor)
 - Local Cable: CATS TV
- College Days
 - Monday, September 8
 - West Las Vegas High School – Las Vegas, NM
 - Robertson High School – Las Vegas, NM
 - Tuesday, September 9
 - Raton High School – Raton, NM
 - Clayton High School – Clayton, NM
 - Wednesday, September 10
 - Tucumcari High School – Tucumcari, NM
 - Santa Rosa High School – Santa Rosa, NM
 - Thursday, September 11
 - Fort Sumner High School – Ft. Sumner, NM
 - Eastern New Mexico University – Portales, NM
 - Friday, September 12
 - Clovis Community College – Clovis, NM
 - Monday, September 15
 - NMSU Grants – Grants, NM
 - Zuni High School – Zuni, NM
 - Tuesday, September 16
 - Gallup High School – Gallup, NM
 - Tohatchi High School – Tohatchi, NM



- Wednesday, September 17
 - Shiprock Central High School – Kirtland Central, NM
 - San Juan College – Farmington, NM
- Thursday, September 18
 - Escalante Middle School – Tierra Amarilla, NM
 - Taos High School – Taos, NM
- Friday, September 19
 - McCurdy High School – Espanola, NM
- Monday, September 22
 - Alamogordo High School – Alamogordo, NM
 - Ruidoso High School – Ruidoso
- Tuesday, September 23
 - Artesia High School – Artesia, NM
 - Carlsbad High School – Carlsbad, NM
- Wednesday, September 24
 - Hobbs High School – Hobbs, NM
 - Lovington High School – Lovington, NM
- Thursday, September 25
 - Roswell High School – Roswell, NM
 - Goddard High School – Roswell, NM
 - New Mexico Military Institute – Roswell, NM
- Monday, September 29
 - Socorro High School – Socorro, NM
 - Hot Springs High School – T or C, NM
- Tuesday, September 30
 - Western New Mexico University – Silver City, NM
 - Deming High School – Deming, NM

October

- Feature Story Pitch
 - International Students
 - “A night at the Museum” - spooky artifacts on display at the museum
 - WNMU Homecoming
- Monthly Success Story – Small Business Development Center
- News Story pitch
 - Rural Healthcare – WNMU Helping Nurse Shortage, feature waiting list
 - Dig for the Cure – WNMU Raises Breast Cancer Awareness and Funds
 - Ft. Bayard Historical Society & WILL recognition, October 4
- College Days
 - Wednesday, October 1
 - Gadsden High School – Anthony, NM
 - Santa Teresa High School – Santa Teresa, NM
 - Thursday, October 2
 - Oñate High School – Las Cruces, NM
 - Mayfield High School – Las Cruces, NM
 - Friday, October 3

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- Las Cruces High School – Las Cruces, NM
- Monday, October 6
 - Del Norte High School – Albuquerque, NM
 - Manzano High School – Albuquerque, NM
 - Rio Rancho High School – Rio Rancho, NM
 - Bernalillo High School – Bernalillo, NM
- Tuesday, October 7
 - Cibola High School – Albuquerque, NM
 - West Mesa High School – Albuquerque, NM
 - Rio Grande High School – Albuquerque, NM
- Wednesday, October 8
 - Sandia High School – Albuquerque, NM
 - Eldorado High School – Albuquerque, NM
 - Moriarty High School – Moriarty, NM
 - Highland High School – Albuquerque, NM
- Thursday, October 9
 - Albuquerque High School – Albuquerque, NM
 - Valley High School – Albuquerque, NM
 - Los Lunas High School – Los Lunas, NM
 - Belen High School – Belen, NM
- Friday, October 10
 - Southwest Secondary Learning Center – Albuquerque, NM
 - Santa Fe High School – Santa Fe, NM
 - Capital High School – Santa Fe, NM

November

- Feature Story Pitch
 - Department of Education Alumni - Teaching Together at Deming High School
 - Monthly Success Story – Small Business Development Center
- News Story Pitch
 - Online Components for Military Wives – Earning a Teaching Degree Online
 - Vocational Teaching Degree (online) Opens New Doors for Trade Professionals
 - Farthest Online Student
 - Technology upgrades, new computer units placed campus wide

December

- Feature Story Pitch
 - WNMU Famous Graduates – furniture store, state police, sheriffs, funeral home, etc.
 - Border Patrol and other law enforcement officers – Working on an online degree
 - First Generation Graduates
 - Monthly Success Story - Small Business Development Center
- News Story Pitch –
 - Graduation Hometown News Releases
 - Crime – Police Academy impact in 4 county area
 - Alumni pasta buffet for graduates, date TBA
 - Theater Group New Mexico joins WNMU Expressive Arts for Christmas show



January

- Feature Story Pitch
 - Family generations who have attended WNMU
 - Police Academy graduates working for local municipalities
 - Expressive Arts spring production offers credit hours
 - WNMU Native American Club joins the annual Red Paint POWWOW exhibition
- News Story Pitch
 - New Masters of Occupational Therapy degree offered
 - WNMU participates with National Blood Donor Month
 - Athletics' "Little Mustang" Day
 - Four month Southwest New Mexico Leadership Program created
- Community Involvement
 - WNMU Adopts a Median

February

- Feature Story Pitch
 - Socorro High School students study auto mechanics under dual enrollment
 - Dennis Miller, former WNMU professor, forms animal refuge sanctuary
 - Black History Month and Barack Obama: Students Perspective
- News Story Pitch
 - Students lobby legislators in Santa Fe
 - Students volunteer in area businesses
 - Student government works with community to decrease DUI

March

- Feature Story Pitch
 - Students and Faculty choose various Spring Break activities
 - Natural Sciences features collection of animals and plants
 - William Sperry, 1949 Alumn returns to campus, financed BSU
 - International Faculty choose WNMU
- News Story Pitch
 - Expressive Arts spring presentation: Fiddler on the Roof
 - Early Childhood Programs enrolls students across county
 - AAUW prepares "Expanding Your Horizons" conference

April

- Feature Story Pitch
 - One Day University program established
 - Student graduates from WNMU and high school during same month
- News Story Pitch
 - 43rd Annual Great Race returns to WNMU
 - Career Fair attracts regional-based businesses
 - WNMU Foundation searches for scholarship applicants



May

- Feature Story Pitch
 - New graduates choose varied career paths
 - Faculty, students travel to Ireland
- News Story Pitch
 - WNMU graduates Spring students
 - WNMU announces early scholarships
 - Economic Development Course takes place May 17-22



Appendix 1 : WNMU Collateral Material Review

In order to reinforce that Western New Mexico University is a “University Worth Discovering” as well as graphic standards identified in the Style and Identity Manual, Ahrens Garrity Public Relations has completed a review of current collateral materials being used by the University. Based on review, we have outlined the following recommendations to help achieve the marketing goals of Western New Mexico University. Current collateral pieces were assigned to one of the following categories:

- Keep It – The piece is in accordance with graphic standards and is seen as a strong tactic in achieving organizational goals.
- Change It – The piece needs work to meet the standards of Western New Mexico University, and specific suggestions for changes have been provided.
- Ditch It – The piece does not meet standards of Western New Mexico University, nor does it achieve organizational goals. The piece either needs to be redeveloped entirely, or eliminated from the marketing plan.

Keep it:

- Town and Gown Sticker
- Small Business Development Center Economic Development Course Brochure
- Visual Arts Catalog
- Small Business Development Center Fact Sheet
- Current Museum Rack Card

Change it:

- Interest Card – Add “A University Worth Discovering”
- Schedule of Classes – Remove clip art; add logo and motto
- Honors Brochure – Change photos and font, add loco and motto
- Social Sciences Brochure- Update artwork, add logo and motto
- School of Education Brochure – Add motto, change to fit in graphic standards
- Police Academy Brochure – Add motto, remove athletic logo
- First College Year Brochure – Add motto
- Future Solutions Now Brochure – Add logo, change to fit graphic standards
- Chemical Dependency Brochure – Remove athletic logo
- Reading Education Brochure – Change photo and font, add logo and motto
- Bilingual/TESOL Brochure – Change photo and layout, add logo and motto
- Recruitment Visit Letter – Rewrite to change tone, add motto
- WNMU Bumper/Cling Sticker – Remove athletic logo, add University logo and motto
- Admission Stationary – Change logo and font
- Museum Flyer – Change font and colors
- Viewbook – Add motto
- Computer & Network Technology Brochure – Change photo, colors
- WNMU Museum Ad – Change logo usage
- Scholarship Flyer – Change logo and color, add motto
- WNMU Catalog – Add motto



- MBA Brochure – Change logo and colors, add motto
- WNMU Mustang – Proper use of color and logos
- WNMU Fact Sheet – Add motto
- Career Services Brochure – Logo usage, add motto
- Early Childhood Education Brochure – Logo usage, colors, clip art

Ditch it:

- Majoring in Sociology Brochure – Not produced by University
- Computer Science Brochure – Does not contain any information
- Reach for a Career in Occupational Therapy Brochure – Not produced by University
- United Campus Ministry Brochure – Does not fit graphic standards
- Admissions Folder – Outdated, does not contain University logo or motto

To be reviewed:

- Alumni Bulletin
- Business cards,
- Letterhead
- Envelopes



Appendix 2 : New Media

WNMU Website

- Opening Page
 - Yellow and Red Top Banner – Change It – colors do not go with page
 - WNMU News – Change It – provide scroll bar
 - Calendars – Change It – Add Cultural Calendar to this link
- Student Life
 - Opening Photo – Change It – to appeal to “today’s student” (re: target audiences)
 - WNMU Student Services Opening Photo – Keep It
 - Career Services Page – Keep It
 - Residence Life – Change It – Add Images
 - Student and Community Affairs, Staff Page – Change It – Photos need to be updated to reflect current staff, feature bios and be displayed in a uniform fashion.
 - Student Orientation Page – Change It – Photos shown are from 2002, need to be updated
 - WNMU Student Catalog – Change It – Update with Current Catalog
 - WNMU Campus Orientation – Change It – Update with Current Photos
 - WNMU Orientation Page – Keep I
- Museum Page
 - Change It – Change to better feature museum and artifacts
- Overall
 - Incorporate “A University Worth Discovering” theme throughout site
 - Update Staff Photos -

New Media Marketing Strategies

- MySpace – Through use of a MySpace page, Western New Mexico University can communicate directly with potential and current students in an atmosphere where students are familiar and comfortable. By adding several “friends,” the school can use “bulletins” to send messages to their targeted audiences, as well as establish groups that extend the sense of community shared within the University to cyberspace. MySpace is also an excellent tool for keeping in touch with younger alumni.
- Facebook – Like MySpace, Facebook is an online community, but it has more of a scholastic feel. Creating a Facebook account on behalf of the University is another way to extend the Western New Mexico University brand to the target audience for free.
- YouTube – By creating a YouTube account, Western New Mexico University can show target audiences real video footage that documents the student experience. This tactic is less expensive and more real than commercials, and again meets the target audience where they are.
- Blog – A blog can be used to keep a dialogue open about things going on at Western New Mexico University. This two-way communication tool will help create visibility, as well as leverage the opportunity to create an identity in the community for the blogger.
- Internet Radio Show – An internet talk show can feature a member of the Western New Mexico University community giving advice about pursuing further education or Western

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New Mexico events to listeners in a way that will extend beyond normal radio frequencies. This type of tactic could bring international attention to the University. Furthermore, episodes are recorded so listeners can enjoy the content on their own time.

- E-newsletters – By creating electronic copies of internal and external newsletters and e-mailing them to target audiences, Western New Mexico University can reach larger audiences, as well as save money on printing and postage. E-mail addresses can also be stored for emergency e-mail messages.
- Text Messaging – Students or potential students could “opt into” receiving text messages from Western New Mexico University. The service could be used to update students on campus as to emergency situations, class cancelations, etc. or to remind potential students about upcoming admissions deadlines or to invite them to University events.



Appendix 3: News Media

New Mexico Media

Albuquerque

- ABQ Journal
 - 7777 Jefferson NE, Albuquerque, NM 87109
 - 505.823.3800
 - Kent Walz, Editor, kwalz@abqjournal.com
 - Mike Murphy, Business Editor, mmurphy@abqjournal.com
 - Zsombor Peter, Education Reporter, zpeter@abqjournal.com
 - Martin Salazar msalazar@abqjournal.com
 - Rick Nathanson rnathanson@abqjournal.com
 - Olivier Uytterbrouck olivier@abqjournal.com
- NM Business Weekly
 - 116 Central Ave. SW Suite 202, Albuquerque, NM 87102
 - 505.768.7008
 - Dan Shingler, Editor, dshingler@bizjournals.com
 - Thomas Munro, Education Reporter, albuquerque@bizjournals.com
- Associated Press
 - General E-mail Address apalbuquerque@ap.org
- KNME-TV (PBS)
 - Kevin McDonald, Public Affairs Director, kmcdonald@knme.org
- KOAT-TV
 - News assignment desk, koatdesk@hearst.com
- KOB-TV
 - News assignment desk, news@kobtv.com
- KRQE-TV/KASA-Fox 2
 - News assignment desk, newsdesk@krqe.com

Clovis

- Clovis News Journal
 - P.O. Box 1689, Clovis, NM 88102
 - 505.763.3431
 - David Stevens, Editor, david_stevens@link.freedom.com

Deming

- The Deming Headlight
 - 219 E. Maple, P.O. Box 881, Deming, NM, 88031
 - Reporter: Kevin Buey kbuey@demingheadlight.com 575.546.2611
 - Editor: Benny Armendariz barmendariz@demingheadlight.com



Farmington

- Farmington Daily Times
 - P.O. Box 450, Farmington, NM 87499
 - 505.564.4624
 - Troy Turner, Editor, tturner@daily-times.com

Gallup

- Gallup Independent
 - 500 N. 9th St. Gallup, NM, 87305
 - 505.863.6811
 - gallpind@cia-g.com
- Gallup Herald
 - 1707 W. Hwy 66, Gallup, NM 87301
 - 505-726-8330
 - Joseph Kolb, Editor

Grants

- Cibola County Beacon
 - 523 Santa Fe Ave., Grants, NM 87020
 - 505.287.4411
 - Donald Jaramillo, Editor, djaramillo@cibolabeacon.com

Las Cruces

- Las Cruces Sun News
 - 256 W. Las Cruces Ave., Las Cruces, NM 88005
 - 505.541.5400
 - Jim Lawitz, Editor, jlawitz@lcsun-news.com
 - Brook Stockberger, Business Editor, bstockberger@lcsun-news.com
- Las Cruces Bulletin
 - 840 N. Telshor Blvd. Suite E, Las Cruces, NM 88011
 - 575.524.8061
 - Todd Dickson, News Editor, todd@lascrucesbulletin.com
 - Natisha Hales, Business Editor, natisha@lascrucesbulletin.com
- Albuquerque Journal – Southern Bureau
 - Rene Romo rromo@abqjournal.com
- KRWG-FM/TV (PBS)
 - P.O. Box 3000, Las Cruces, New Mexico 88003. 575-646-2222
 - krwg-tv@nmsu.edu

Lordsburg

- Hidalgo County Herald
 - 121 E. Motel Dr. Suite B, Lordsburg, NM 88045
 - 505.542.8704
 - Brenda Green, Editor hcherald@aznex.net



Portales

- Portales News-Tribune
 - P.O. Box 848, Portales, NM 88130
 - 505.763.3431
 - David Stephens, Editor, david_stevens@link.freedom.com

Roswell

- Roswell Daily Record
 - P.O. Box 1897, Roswell, NM 88202
 - 505.622.7710
 - Andrew Poertner, Editor, editor@roswell-record.com

Socorro

- El Defensor Chieftain
 - 200 Winkler SW, Socorro, NM 87801
 - 575.835.0520
 - Audry Olmsted, Managing Editor, aolmsted@dchieftain.com
 - Mary Baca, Business Editor, admin@dchieftain.com
- Mountain Mail News (Socorro/Catron County)
 - Thomas Guengerich, Editor/Publisher
 - 413 N. California Street
 - Adobe Plaza
 - Socorro, NM 87801
 - mountainmaileditor@yahoo.com
 - mountainmail@gilanet.com

Santa Fe

- Santa Fe New Mexican
 - 202 E. Marcy St., Santa Fe, NM 87501
 - 505.983.3303
 - Robin Martin, Editor
- Higher Education Department (State of New Mexico):
 - Laura Mulry laura.mulry@state.nm.us

Silver City

- Silver City Daily Press
 - 300 W Market St., Silver City, NM 88061
 - 575.388.1576
 - Dean Thompson, Editor, dthompson@cybermesa.com
 - Mikey Torrez (ads), mtorrez@cybermesa.com
 - Mary Alice Murphy, mamurphy@cybermesa.com
- Silver City Sun News
 - 208 W. Broadway, Silver City, NM 88061



- 505-538-5893
- Levi Hill, Bureau Chief, lhill@scsun-news.com
- John Fayhee, jfayhee@scsun-news.com
- Wayne Barnard, wbarnard@scsun-news.com
- Mike Sievers, msievers@scsun-news.com
- CATS TV
 - 213 N. Bullard St, Silver City, NM 88061
 - 575-534-0130
 - cats-communityac@qwest.net
- Forever Frontier
 - Gale Moore
 - 502 ½ West College Ave, Silver City, NM 88061
 - 575-388-4806
- Desert Exposure
 - David Fryxell, Editor and Publisher
 - PO Box 191, Silver City, NM 88062
 - 575-538-4374
 - editor@desertexposure.com
- WNMU Mustang
 - Mustang – mustang@wnmu.edu
 - Dean Foster – fosterd@wnmu.edu
 - Steve Liebhart – liebhart@wnmu.edu
 - Ralph Gauer – ralphgauer@zianet.com
- KNFT & KSCQ – sabrina@silvercityradio.com
- KNUW – knuw@zianet.com
- KRWG-FM – krwgf@nmsu.edu
- KWNM – theranch@signalpeak.net
- The Morning Show (?)
 - Gwyn Jones & Lori Ford themorningshow@msn.com
- Local Calendar of Events (?)
 - Anne McCormick aomcc@zianet.com

Truth or Consequences

- The Herald
 - 1204 N Date St., Truth or Consequences, NM 87901
 - 575.894.2143
 - Carlos Padilla, Editor, herald@riolink.com
- Sierra County Sentinel
 - 1727 East Third, Truth or Consequences, NM 87901
 - 505.894.3088
 - sentinal@gpkmedia.com
- KCHS 1400 am – kchs@gpkmedia.com



Arizona Media

Casa Grande

- Casa Grande Valley Newspapers Inc
 - P.O. Box 15002, Casa Grande, AZ 85230-5002
 - 520.836.7461
 - ads@trivalleycentral.com

Douglas

- The Daily Dispatch
 - 530 E 11th St., Douglas, AZ 85607
 - 520.364.3424

Glenwood

- Glenwood Gazette
 - Gale Moore
 - 502 ½ West College Ave, Silver City, NM 88061
 - 575-388-4806
 - gale@cybermesa.com

Phoenix

- Arizona Republic
 - 200 E. Van Buren St., Mail Code NM19, Phoenix, AZ 85004
 - 602.444.NEWS
 - 602.444.8044 (fax) all press releases need to be faxed or mailed

Safford

- The Eastern Arizona Courier
 - 301 East Highway 70, Suite A, Safford, AZ 85546
 - 928.428,2560
 - Aimee Staten, Managing Editor, aimee@eacourier.com

Sierra Vista

- The Herald
 - 102 Fab Ave., Sierra Vista, AZ 85635
 - 520.458.9440
 - Keith J. Allen, Managing Editor, keith.allen@svherald.com



Tucson

- Arizona Daily Star
 - 4850 S. Park Ave., Tucson, AZ 85714
 - 520.573.4663 (office)
 - Tim Steller, Business Editor, tsteller@azstarnet.com
- Tucson – Tucson Citizen
 - 4850 S. Park Ave., Tucson, AZ 85714-1637
 - 520.573.4561
 - Michael Chihak, Editor and Publisher, mchihak@tucsoncitizen.com

Willcox

- Arizona Range News
 - 122 S. Haskell, Willcox, AZ 85644
 - 520.384.3571
 - Jane Amari, Publisher and Editor, jane.amari@wickcommunications.com

Texas Media

El Paso

- El Paso Inc. (magazine)
 - 120 Porfirio Diaz, El Paso, TX, 79902
 - 915.534.4422
 - Tom Fenton-Publisher tomfenton@elpasoinc.com
 - Wendy White Polk-Editor wwpolk@elpasoinc.com
- The El Paso Times
 - 915.546.6137
 - Reporter- Stephanie Sanchez ssanchez@elpasotimes.com
 - citydesk@elpasotimes.com

Other

- American Association of Colleges for Teacher Education
 - Serenia R. Holland- Program Assistant for Membership
 - sholland@acte.org
- American Association of University Women
 - **National Office:** AAUW 1111 Sixteenth St. NW, Washington, DC 20036
 - 202.785.7777
 - helpline@aauw.org
- The Renaissance Group
 - Executive Richard M. Firpo
 - 5005 N. Maple Avenue, M/S ED1, Fresno, CA, 93740
 - 559.278.0246
- The American Association of State Colleges and Universities
 - 1307 New York Ave., N.W., Washington D.C. 20005



- 202.293.7070
 - info@aascu.org
- The Hispanic Association of Colleges and Universities
 - National Headquarters
 - 8415 Datapoint Drive, Suite 400, San Antonio, TX 78229
 - 210.692.3805
 - hacu@hacu.net
- The Association of Collegiate Business Schools and Programs
 - Joseph Mondello: Knowledge Services Coordinator
 - joe@aacsb.edu
 - support@acbsp.org
- The American Library Association:
 - Headquarters: 50 East Huron Street, Chicago, Illinois, 60611
 - 800.545.2433
 - library@ala.org
- The American Association of Museums
 - Membership Services Assistant- Erin Gallalee
 - 866.226.2150/202.289.9132
 - egoldspiel@aam-us.org
- The Chronicles of Higher Education
 - 1255 Twenty-Third Street, N.W., Seventh Floor, Washington, D.C. 20037
 - 202.452.1033
 - help@chronical.com
- Inside Higher Education
 - Inside Higher Ed
 - 1320 18th Street NW, Suite 500, Washington, D.C., 20036
 - 202.659.9208
 - editor@insidehighered.com

