

A Perfect Place to Grow!



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Executive Summary



Florida Gulf Coast University is currently positioned as a small state university that is environmentally conscious and is growing slowly. We want to turn FGCU into a nationally known state university, that people will hear our name and immediately know that it is “A Perfect Place to Grow”. We want to increase awareness of Florida Gulf Coast University within seniors in high school looking to go to college from 81% to 100% by the end of 2013. Leading to an increase in fall application of First Time College students from 7,925 to 10,000 by 2013. First time in college students make the greatest amount of our market and in order to make those number of applicants grow have created media and advertising strategies that will increase awareness and desire to attend FGCU. We have created radio advertisements, brochures with key information and events to increase our publicity. Secondly, we want to increase applications of transfer students to Florida Gulf Coast University from 2,308 to 4,000 by 2013. We also wish to increase the number of students that are considering Florida Gulf Coast University as their first choice from 19% to 75% by 2013. Transfer students want to attend a university that will provide them with a challenge, and school pride. FGCU can provide that and more for them. We want to advertise to those students in a local and distant level, we want to provide advertisings online, also brochures and marketing devices such as lanyards, wristbands to increase our branding. Our expenses total \$98,419.99, this includes all of our marketing strategies and production costs.

Industry Information

- According to the Standard Enrollment Reports from the State University System of Florida FGCU is in a very competitive environment. Its top competitors are universities like FSU, UCF, USF, UF, and FIU. In accordance to there total undergraduate population FGCU has the highest retention percentage of all incoming freshman. In the 2006-2007 school year FGCU had a 9.02% loss of freshman and in the following school year they lost nearly 10% of their freshman.
- According to the same source there is some positive's for FGCU in this industry. In the department of undergraduate students from Fall 2006 to Fall 2007 FGCU increased by 1024 students. Only one major university had more than this. (UCG with 1745) All other major universities with the exception of FIU, did not increase by more than 500 students.



Industry Information

- As Florida Gulf Coast University continues to grow, it is being recognized as a Moderately Difficult university to get accepted into. More than 75% of freshmen were in the top 50% of their high school class and scored over 1010 on the SAT I or over 18 on the ACT; about 85% or fewer of all applicants accepted (Annual Survey of Colleges 2010)
- Over the last ten to fifteen years, the number of individuals seeking a college education is increasing dramatically. This has many particular reasons but overall, it is important to note how trends have changed on a nationwide basis. Between 1997 and 2007, enrollment increased at a faster rate (26 percent), from 14.5 million to 18.2 million. Much of the growth between 1997 and 2007 was in full-time enrollment; the number of full-time students rose 34 percent (National Center for Education Statistics)



Industry Information

Nationwide statistics:

Growth Rates in the United States
Number of Individuals Enrolled in College/University
(in thousands)

| Year | 1990 | 1995 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| # of Individuals | 13,819 | 14,262 | 15,312 | 15,928 | 16,612 | 16,911 | 17,272 | 17,487 | 17,759 | 18,248 |

Source: U.S. Department of Education, National Center for Education Statistics. (2009). [Digest of Education Statistics, 2008](#)



Industry Information

List of Largest Public Colleges and Universities in Florida by Student Enrollment

| College/University | Student Population | Institution Type |
|----------------------------------|--------------------|---------------------------------------|
| Miami Dade College | 57,222 | 4-year, primarily associate's, Public |
| University of Florida | 51,474 | 4-year, Public |
| University of Central Florida | 50,121 | 4-year, Public |
| University of South Florida | 46,189 | 4-year, Public |
| Florida International University | 38,759 | 4-year, Public |
| Florida State University | 38,682 | 4-year, Public |
| Valencia Community College | 35,460 | 2-year, Public |
| Broward College | 33,448 | 4-year, primarily associate's, Public |
| Florida Atlantic University | 26,839 | 4-year, Public |
| St. Petersburg College | 26,659 | 4-year, primarily associate's, Public |

- Florida's **public** universities and colleges are located throughout the state, especially in major urban centers. Among the largest public schools are the University of Florida in Gainesville, Miami Dade College and Valencia Community College in Orlando (see table 1).
- Florida Gulf Coast University is ranked 23 out of 50 largest public colleges and universities (Education Portal)
- This brings to light the competition we have through the state, as a public state university.

Source: Education-Forum.com; Florida Public Universities: List of Public Colleges and Schools;2011;March 2011.



Industry Information

Top Choice Universities for Transfer Students Nationwide.

| School | Location | Number of Students Enrolled |
|----------------------------------|---------------|-----------------------------|
| Arizona State University | Tempe, AZ | 5388 |
| University of Central Florida | Orlando, FL | 5336 |
| Florida International University | Miami, FL | 4,336 |
| University of North Texas | Denton, TX | 4,012 |
| University of Texas- Arlington | Arlington, TX | 3,944 |

The table above depicts the number of students enrolled for fall 2009, in the most popular universities for transfer students. Two Florida universities have made it to the top 5 of the list, but Florida Gulf Coast is not top choice for those students who are looking to transfer (U.S.News & World Report LP).

Source: Education-Forum.com; Florida Private Universities: List of Private Colleges and Schools ;2011;March 2011.



Client Background

Long before any students were admitted to Florida Gulf Coast University, the planning and organizing of the school started. In 1993, Roy McTaraghan was named founding president, and it wasn't until 1994 that campus construction was planned, and Florida Legislature named the institution as "Florida Gulf Coast University". "The first FGCU student, Mariana Coto, was admitted in January 1997, and she participated in the historic ribbon cutting on the university's August 25, 1997 opening day." In 1999, William C. Merwin became FGCU's second president furthering the university's development. After Merwin's retirement in 2007 a national search for FGCU's third president was launched and the board selected Wilson G. Bradshaw. He now leads FGCU's continual development of higher education in Southwest Florida. "As FGCU moves forward, student applications and admissions are dramatically increasing; campus construction of academic and support buildings remains aggressive; new undergraduate and graduate degree programs are being added; our athletics program has moved from NCAA Division II to Division I; the FGCU Foundation's private fundraising continues to be successful; and the excitement level for FGCU's future is high." (FGCU, 2011)



Client Background

Vision:

Florida Gulf Coast University will achieve national prominence in undergraduate education with expanding recognition for graduate programs.

Mission:

Established on the verge of the 21st century, Florida Gulf Coast University infuses the strengths of the traditional public university with innovation and learning-centered spirit, its chief aim being to fulfill the academic, cultural, social, and career expectations of its constituents. Outstanding faculty uphold challenging academic standards and balance research, scholarly activities, and service expectations with their central responsibilities of teaching and mentoring. Working together, faculty and staff of the University transform students' lives and the southwest Florida region.

Florida Gulf Coast University continuously pursues academic excellence, practices and promotes environmental sustainability, embraces diversity, nurtures community partnerships, values public service, encourages civic responsibility, cultivates habits of lifelong learning, and keeps the advancement of knowledge and pursuit of truth as noble ideals at the heart of the university's purpose.



Client Background

Guiding Principles:

The University is dedicated to the highest quality education that develops the whole person for success in life and work. Learner needs, rather than institutional preferences, determine priorities for academic planning, policies, and programs.

The University vigorously protects freedom of inquiry and expression and categorically expects civility and mutual respect to be practiced in all deliberations.

Diversity is a source of renewal and vitality. The University is committed to developing capacities for living together in a democracy whose hallmark is individual, social, cultural, and intellectual diversity. It fosters a climate and models a condition of openness in which students, faculty, and staff engage multiplicity and difference with tolerance and equity.

Informed and engaged citizens are essential to the creation of a civil and sustainable society. The University values the development of the responsible self grounded in honesty, courage, and compassion, and committed to advancing democratic ideals. Through service learning requirements, the University engages students in community involvement with time for formal reflection on their experiences. Integral to the University's philosophy is instilling in students an environmental consciousness that balances their economic and social aspirations with the imperative for ecological sustainability.



Client Background

Guiding Principles (continued):

Technology is a fundamental tool in achieving educational quality, efficiency, and distribution. The University employs information technology in creative, experimental, and practical ways for delivery of instruction, for administrative and information management, and for student access and support.

The University structures interdisciplinary learning experiences throughout the curriculum to endow students with the ability to think in whole systems and to understand the interrelatedness of knowledge across disciplines. Emphasis is placed on the development of teamwork skills through collaborative opportunities. Overall, the University practices the art of collective learning and collaboration in governance, operations, and planning.

Assessment of all functions is necessary for improvement and continual renewal. The University is committed to accounting for its effectiveness through the use of comprehensive and systematic assessment. Tradition is challenged; the status-quo is questioned; change is implemented. (FGCU, 2011)



Client Background

Florida's Higher Education Tuition:

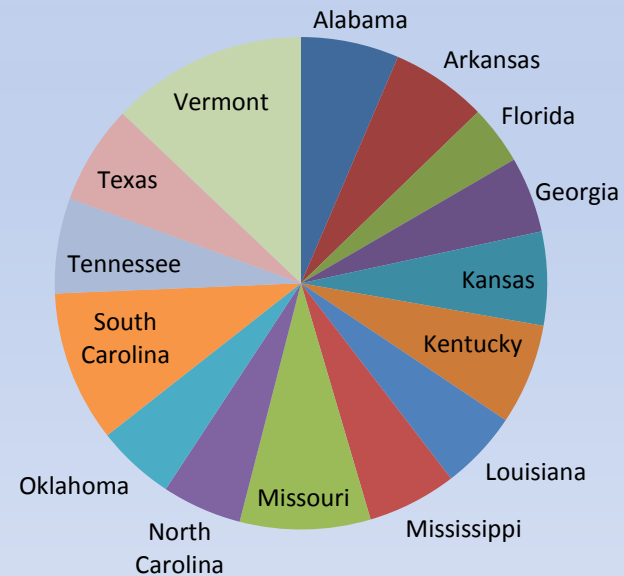
- When students are looking at their choices of college, everyone has their priorities on what is important to them. Florida's 11 universities are very diverse, and most students can find exactly what they are looking for. Everyone wants a great education, small class sizes, opportunity for growth, and great teachers. Florida as a whole has increased attendance at all of their universities rapidly and the qualities that students are looking for are slacking. "But now, cultivating this environment has become nearly impossible. Two trends are to blame: Florida's low tuition, and major budget cuts in the past two years" have limited the quality of education (The Tampa Tribune, 2009).
- "Attending college in Florida has always been a bargain. Our public universities' average tuition of about \$3,800 is about half the nation's average tuition and less than the typical annual cost of day care for one child. And many of our students don't pay anywhere near \$3,800. That's because the Bright Futures Scholarship Program or other scholarships foot so much of their bills. In fact, when federal and state aid is factored in, students in Florida only pay 10 percent of the cost of earning their degrees." (The Tampa Tribune, 2009).
- "Several universities have frozen or cut freshman enrollment, squeezing already pinched access for high school students." (The Tampa Tribune, 2009). This is a problem for universities because during this recession, applications have increased due to people going to further their education to improve their resume and experience.



Client Background

| State | Average Tuition Prices in 2004 |
|----------------|--------------------------------|
| Alabama | \$ 4,377 |
| Arkansas | \$ 4,297 |
| Florida | \$ 2,633 |
| Georgia | \$ 3,392 |
| Kansas | \$ 4,181 |
| Kentucky | \$ 4,502 |
| Louisiana | \$ 3,526 |
| Mississippi | \$ 3,986 |
| Missouri | \$ 5,833 |
| North Carolina | \$ 3,563 |
| Oklahoma | \$ 3,507 |
| South Carolina | \$ 6,749 |
| Tennessee | \$ 4,258 |
| Texas | \$ 4,423 |
| Vermont | \$ 8,771 |

Average Tuition Prices in South East United States



Integrated Postsecondary Ed. Data System (IPEDS), "Fall Enrollment" and "Institutional Characteristics" surveys, [National Center for Ed. Statistics](http://nces.ed.gov/ipeds/datacenter/natcen/), US Dept. of Ed., Digest of Ed. Statistics, various years.



Client Background

Client Facts

- Admission Statistics:
 - First Time In College Students
 - Fall
 - » 7925 applications received
 - » 5277 students admitted
 - » 2074 enrolled
 - Transfer Students
 - Fall
 - » 2308 applications received
 - » 1460 students admitted
 - » 956 students enrolled

Laviolette, R. Marc. Personal Interview. 15 March 2011.



Client Background

Client Facts (continued)

- 50 undergraduate majors
- Over 12,000 students enrolled
- Average GPA is a 3.36
- Average SAT is a 1534
- Average ACT is a 21.9
- NCAA Division I Athletics in the Atlantic Sun Conference
- 31 students is the average class size
- 30:1 student-faculty ratio
- 120 Registered Student Organizations (clubs and activities)
- LEED certified buildings

Friedman, Lisa and Laviolette, R. Marc. Personal Interview. 15 March 2011.



Problem

Florida Gulf Coast University faces problems attempting to increase applications in order to maximize attendance at the university. Through this advertising plan, we want to make high school seniors as well as transfer students more aware of Florida Gulf Coast University, and what this university has to offer. We want students to want to attend this school because of all the great things FGCU has to offer such as: great academics, athletics, Greek life, great on-campus housing, and a close community. Not enough high school students and transfer students think of making FGCU their first choice, and this campaign is attempting to change the negative attitudes. Many students think that because this university is younger than most other Florida universities that there are not good academics or athletics. Because FGCU does not have a historical reputation, it is key to spread the word about this up-and-coming university through an effective marketing and advertising campaign. To change the attitudes of our target market is our mission, so in turn they will make coming to Florida Gulf Coast University their first choice.



Target Market

The target market we are focusing on for our Florida Gulf Coast University advertising campaign is broken down into two categories. These two categories are transfer students from local community colleges and first time college students from high schools in the surrounding counties.

FGCU is well known throughout South West Florida, gaining many transfer students from the local Edison State College and Lee County High Schools. According to the admissions office at FGCU, the top three high schools that students come from are Gulf Coast High School, Barron Collier High School, and Mariner High School. The top three colleges that students transfer from are Edison State College, State College of Florida, and Palm Beach State College. Since these schools have the highest transfer rate to FGCU, we will be focusing on them and their respective counties.



Target Market

First time in college

The main high schools we will focus on are Gulf Coast High School, Barron Collier High School, and Mariner High School. The target age will be first time college students aging from 15 to 19 in Collier and Lee County. Students that fall under this category are sophomores, juniors, and seniors in high schools.

Collier County

Collier County has a population of 16,242 or 5.1% of total estimated population in Collier County that are between the ages of 15 to 19 in 2010 (DemographicsNow, 2011).

Gulf Coast High School

Gulf Coast High School has a total student body of 2,136 students. There are 592 sophomore students, 458 students in the junior class, and 480 students in the senior class (Publicschoolreview, 2011).

Barron Collier High School

Barron Collier High School has a student body of 1739 students. Out of the total number of students, 420 students are sophomores, 388 students are juniors, and 438 students are seniors (Publicschoolreview, 2011).



Target Market

Lee County

Lee County has a population of 32,142 people, or 5.3% of total estimated population in Lee County that are between the ages of 15 to 19 in 2010 (DemographicsNow, 2011).

Mariner High School

Mariner High School has a total student body of 1,981 students. Out of 1,981 total students, 562 are sophomores, 494 are juniors, and 474 students are seniors at Mariner High School (Publicschoolreview, 2011).

Transfer Students

The main colleges we will target are Edison State College in Lee County, and State College of Florida in Sarasota County, and Palm Beach State College in Palm Beach County. Our target age group falls into the category of ages 20 to 24.



Target Market

Lee County

Lee county has 30,976 people that fall into are target age group of 20 to 24. That is a total of 5.1% of their total population in area (DemographicsNow, 2011).

Edison State College

Edison State College has 3,928 full time undergrad students, and 7,441 part time undergrad students. 66% of the total student body is below the age of 25 (Collegestats, 2011).

Sarasota County

There are 16,955 people that fall into the age group of 20 to 24. That is a total of 4.5% of Sarasota's estimated population (DemographicsNow, 2011).



Target Market

State College of Florida

State College of Florida has a student body of 9,869 students. 4,401 of those students are enrolled full time, and 5,468 of them are enrolled only part time. 64% of the students are under the age of 25 (Collegestats, 2011).

Palm Beach County

Palm Beach County has 70,503 people that fall into the age group of 20-24. That is 5.6% of total population in the county (DemographicsNow, 2011)

Palm Beach State College

Palm Beach State College has a total student body of 22,881. Out of the total number of students, 8,033 are full time students, and 14,848 are enrolled part time. 68% of the total students enrolled are under the age of 25 (Collegestats, 2011).



Target Market

In order to gain a general idea of how many students plan to transfer to FGCU from Edison State College, it was important that we collected data from surveys given to students attending Edison State College. The eight question survey was designed to determine if the majority of students at Edison State College plan to transfer to FGCU and the reasons behind their decision along with their age. We also wanted to find out what schools were our biggest competition and in what county the students attended high school. Refer to Appendix to see survey and results.



Competition

It is understood that Florida Gulf Coast University cannot meet all the demands of potential students. Our research suggested that instead, “we must decide either to meet some of the requirements of all customers, or choose a particular group and concentrate our resources on providing as much as possible of what they require. (Evans). Through surveying we focused on what characteristics of our competition were strengths and weaknesses in order to help build FGCU's strengths.

After surveying the students who currently attend Edison State College, we decided to further research the Universities other than FGCU they were planning to attend or considering. The other universities were USF, UCF, FIU and FAU. In addition, we surveyed over 80 students that currently attend UCF, USF, FAU and FIU. We did this in order to better understand what influenced their decision to attend the university they currently do, get an idea of what they thought of FGCU and try to get some information on what their high school college search was like.



Competition

Florida Atlantic University:

Florida Atlantic University was founded in 1964. It currently serves 27,000 students on 7 campuses and sites and has more than 170 bachelor's, master's, specialists and doctoral degree programs available for students. (State University System of Florida) The campuses are located in Davie, Fort Lauderdale, Dania Beach, Fort Pierce, Jupiter, Port St. Lucie and Boca Raton which makes FAU the only university with seven campuses and sites located along Florida's southeast coastline. It currently has tuition fees that are lower than the average for resident undergraduate, full-time students. In addition, it offers a variety of scholarships for freshman and transfer students.

With more than 43 percent of its student body classified as minority or international, FAU ranked as the most ethnically and culturally diverse institution in Florida's State University System. (Florida Atlantic University) Academically, FAU's research portfolio provides a foundation for discovery and earns the University "High Research Activity" status from the Carnegie Foundation for the Advancement of Teaching. Also, FAU's School of Accounting is consistently ranked in the top 10 in the United States for its high pass rate on the national CPA exam. Finally, the Princeton Review has included FAU's College of Business on its 2011 list of Best Business Schools.



Competition

Florida International University:

Florida International University was founded in 1972. FIU is one of the 25 largest universities in the nation, currently serving more than 44,000 students on two major campuses. The campuses are located in western Miami-Dade County and in North Miami. They currently offer more than 200 bachelor's, master's and doctoral programs in their colleges and schools. Moreover, ninety-six percent of the university's full-time faculty hold doctorates or the highest degree attainable in their field. (Florida International University)

FIU currently has tuition fees that are higher than the average for resident undergraduate, full-time students but the lowest fees for non-resident undergraduate, full-time students. In addition, it offers a variety of scholarships for students such as Brittany Comeau Memorial scholarships, First Generation scholarships and many more. FIU also serves a large percentage of economically disadvantaged students. Nearly 50 percent of all undergraduate students at FIU receive financial aid, and nearly 60 percent of those financial aid recipients come from families with annual household incomes under \$30,000.



Competition

University of Central Florida:

The University of Central Florida was founded in 1963. UCF currently serves more than 50,000 students attending the main campus and the 11 regional campuses located throughout Central Florida. UCF has 12 colleges offering 223 degree programs, including a College of Medicine. UCF is an academic and research leader in numerous fields, such as optics, modeling and simulation, digital media, engineering and computer science, business administration, education, and hospitality management.

UCF has tuition fees that are lower than the average for resident undergraduate, full-time students but a much higher than average tuition for non-resident undergraduate, full-time students. However, every year UCF awards over \$4.4 million in academic scholarships to new students, \$60 million to Bright Futures Students and \$216 million total in financial aid. (University of Central Florida) Many scholarships are awarded by colleges and departments to students, these scholarships are specific to an area of specialization.



Competition

University of South Florida:

The University of South Florida was founded in 1956. USF is the nation's ninth largest public university, serving more than 47,000 students in Tampa, St. Petersburg, Sarasota-Manatee and Lakeland. The University of South Florida is one of the nation's top public research universities and one of only 25 public research universities nationwide with very high research activity that is designated as community engaged by the Carnegie Foundation for the Advancement of Teaching. Currently, the university offers 219 degree programs at the undergraduate, graduate, specialty and doctoral levels. USF is one of only three Florida public universities classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research activities, a distinction attained by only 2.2 percent of all universities. (University of South Florida)

USF has tuition fees that higher than the average for resident undergraduate, full-time students but a lower than average tuition for non-resident, full-time students. Fortunately, through the generosity of its many friends and alumni, the University of South Florida Foundation offers a wide variety of privately funded scholarships for students. In addition, students are encouraged through a list of available public scholarships to apply for additional financial assistance.



Competition

After researching FGCU's competition it was clear to see what the strengths and weaknesses were for the university. The strengths included the tuition, small class sizes, location and a few more. The weaknesses were mainly the lack of awareness to students, limited locations and degree programs available. All of FGCU's competition have more than one location which makes it easier for students to get an education regardless of where they are located. FGCU could possibly consider opening a different campus somewhere else in Florida. Location seems to play a major role in deciding what university to attend according to our survey conducted to over 80 students in all of our competitions campuses(Surveymonkey.com), fifty percent of students said location was their primary concern with what university they would attend. Continuing, awareness was the biggest issue according to our surveys as well. FGCU had the lowest percentage for high schools who had an FGCU representative visit and present information to students about FGCU. It also had the lowest percentage for students who received any information in the mail regarding FGCU. Making students aware of FGCU would increase the number of applicants because it is impossible for students to apply to a university that they are not aware of. Degree programs available were also an issue. FGCU currently has less degree programs than all of the competition. This would definitely be an area that would need to be addressed.



Objectives

- Increase awareness of Florida Gulf Coast University within seniors in high school looking to go to college from 81% to 100% by the end of 2013.
- Increase Fall applications of First Time in College students to Florida Gulf Coast University from 7,925 to 10,000 by 2013.
- Increase applications of transfer students to Florida Gulf Coast University from 2,308 to 4,000 by 2013.
- Increase the number of students that are considering Florida Gulf Coast University as their first choice from 19% to 75% by 2013.

Seniors at Seminole High School, GateWay Charter High School. Personal Survey. 4 March 2011.
Laviolette, Marc. Personal Interview. 6 April 2011.



Strategies

Theme: The theme of this campaign is to raise awareness of Florida Gulf Coast University, and increase applications received, in order increase enrollment and to be more selective in choosing students to attend FGCU. Though our campaign we want to make FGCU seem like a fun, educational, environmentally green place to spend your college years.

Tagline: We chose to make the tagline of this campaign: “A Perfect Place to Grow.” By this statement we want evoke many feelings in our target market and also our target markets parents. We mean a perfect place to grow physically, mentally, and emotionally. Florida Gulf Coast University is a great place to become an adult. It is a great place to grow your network of friends and job opportunities. It is a great place to “grow your brain” by taking challenging courses. We want the families of the students attending FGCU to feel comfortable sending their child away to college, and want to assure them that they made the best decision by choosing this school.

Layout: Since Florida Gulf Coast University has kept the same logo for over 10 years, it is important to remain consistent as to not lose any followers. Since the logo has been established, and people are aware of what the logo is, it will remain the same. Also, FGCU’s colors with remain emerald green and cobalt blue. As for the new tagline, it will always be written in the original school colors-- emerald green or cobalt blue. We want to adjust the font of the tagline depending on the type of media being used (backpack, billboard, etc), but the font on the FGCU logo, will always be the same.



Strategies

In order for us to make full use of our budget , we wanted to pick simple media that would make the most impact and relate the most to our target market. Brochures and flyers are never a favorite among young teens, but they are necessary to provide in order for them to be aware and keep track of important dates and events happening that they should attend. Backpacks, wristbands, and lanyards are all fun ways to encourage high school students to wear your product name. Most need backpacks and lanyards, and are happy to receive them. It is a fun way to let their friends know that they are excited about attending FGCU, and could spark that excitement in others as well. The radio and billboard ads are to capture the attention of our mobile market, when they are driving on the interstate. Outdoor media has proven time and time again to be the most effective in delivering messages and reminding people about your brand. We want to remind people to apply at FGCU! Lastly, the event we are holding will be a great way to students to visit FGCU, be excited about their sports tournament, and get a quick campus tour and glimpse of college life.



Tactics



8.5x11 Inches Brochures

- Paper: 100 Text Gloss
Coating: UV - Ultra High Gloss
Imprint Color: Full Color Both Front And Back
Bindery: Tri-Fold
Artwork:
Production Time: Free Standard Production
Shipping Time: FL Ground Shipping (+0.00)
- Quantity: 10,000 Brochures
- To be distributed at high schools.
- Cost: \$1,200.00

- The key to successfully attracting high school seniors is to provide them with things they like. We chose these items to provide them with goods that they can use, like the lanyard and the backpack and they can still be reminded of FGCU. We chose to put our tag-line “the perfect place to grow” on all of our products to create our brand. These methods have proven to be inexpensive, yet increase our word of mouth among high school seniors.
- Brochures are an inexpensive easy way to get word of mouth attention. They can be handed down from one potential student to the other and will be a success at providing key information to students.



Tactics



Check out our website!

www.fgcu.edu

When choosing a University to attend, it is important to get a feel of what the campus is like, and what the university has to offer. Our website is loaded with great information on how to apply, and what to do after you apply. Also, you can request that more information be sent to you via mail.

COME VISIT OUR CAMPUS!

- FGCU sporting events
- Eaglepalooza/ bird bash/ nest fest
- Eagle Expo
- And much more!

CHECK OUT OUR BLOG!



EAGLE EXPO

Come Visit us at our next Eagle Expo Open House on **February 11, 2012**

- Admissions, Financial Aid, and Student Affairs Sessions
- Clubs and organizations displays
- Academic presentations
- Talk with professors, students, and advisors
- Riding tours of campus
- Tours of our beautiful on-campus housing
- Plus a whole lot more!

Contact:

Office of Undergraduate Admissions
Florida Gulf Coast University
10801 FGCU Boulevard South
Fort Myers, Florida 33965-6565
(239) 590-1000 or (800) 590-5428



Application Deadlines for Freshman and Transfer students



"A perfect place to grow"



Tactics

| <u>Type of Application</u> | <u>Deadline</u> | |
|--|-------------------|--|
| Summer 2011 | | |
| Freshman FTIC | February 1, 2012 | <p>All applicants are encouraged to apply as early as possible - up to twelve months before the requested entry date. The application and all official supporting documents must be submitted by the posted deadlines for the requested entry term. <i>Applications received or completed after the posted deadlines may not be processed for admission into the requested term due to space or time limitations and may be offered admission in the next available term.</i></p> |
| Freshman FTIC Priority Date | February 15, 2012 | |
| Transfer, Second Bachelor's, and Returning | April 1, 2012 | |
| Fall 2011 | | |
| Freshman FTIC | May 1, 2012 | <p>Florida Gulf Coast University aims to promptly notify students of their admission status. Students are typically notified within three to four weeks, from the time that their application for admission is completed (All portions of the application form completed and submitted with fee, all official transcripts and official test scores received). Students interested in applying for Financial Aid and Housing should also be aware of priority deadlines that exist.</p> |
| Freshman FTIC Priority Date | February 15, 2012 | |
| Freshman FTIC Admissions Merit Scholarship | November 15, 2012 | |
| Transfer, Second Bachelor's, and Returning | July 1, 2012 | |
| Spring 2012 | | |
| Freshman FTIC | November 15, 2012 | <p>Freshman applicants who have been admitted for the summer and fall terms on or before February 15th will be given 1st priority for enrollment. After February 15th students will be admitted on a space available basis, based on their original application date. Application date is considered to be the date the application was submitted along with the application fee.</p> |
| Transfer, Second Bachelor's, and Returning | November 15, 2012 | |



Tactics

Draw string tote bags

- Total Quantity 300
 - Unit Cost \$3.22(24 Hour Wristbands)
 - Total Cost \$966.00 (24 Hour Wristbands)

The draw string tote bags have been proven to be a covetable item among high school seniors. As they are nearing the end of their high school career they have less and less to worry about, and more to flaunt that they soon will become college students. We decided to provide a small number of these tote bags and have decided to provide them in the high schools near our area, like Gateway Charter High, Fort Myers High and Mariner for example. We ordered a small amount because this way they will be more coveted. The design of these bags are simple, yet age appropriate for high school seniors. And this is a great way to spread around our school pride, while creating a brand for ourselves as well.



Tactics



Embossed Wristbands

To be distributed to 10 high schools around our area, including:

- Gateway Charter High School
- Fort Myers High School
- Cypress High School
- Mariner High School

Description: Deep Blue and Green Embossed Wristbands

“A Perfect Place To Grow. FGCU”

Total Quantity: 3000 Price: \$0.15/each (24 Hour Wristbands)

Total cost with shipping: \$519.99 (24 Hour Wristbands)



Embossed wristbands are inexpensive and easy to distribute, they draw a lot of attention to the actual purpose of the wristband as well. This will enhance our tag line and will also draw more attention to FGCU. We decided to display on one side “A Perfect Place to Grow” and “FGCU” on the other to draw attention to what our tag line is. FGCU is left in short to also make students curious about what FGCU really is all about, if they have never heard of FGCU they will want to look it up, understand our acronym as Florida Gulf Coast University and get to know their option of attending our school.



Tactics



1 Inch Polyester Lanyards

Message: Florida Gulf Coast University – A Perfect Place To Grow

Font: Arial

Font Color: White

Attachment: Metal Lobster Claw

Production Delivery Time: Standard Production & Delivery Time - 14 Day(s) (+0.00)

Details: (Color: Navy Blue - Qty: 1000)

Cost: \$500.00(24 Hour Wristbands)



The lanyards are also a very coveted item for both of our target markets. Those looking to transfer want to pick a school they can be proud of and they can connect with. Our lanyards are simple yet designed in a neat way. They display our tag line, which once again enhances our branding, but they are also neat and very usable. High school students desire lanyards because they NEED key chains! They are finally at the stage in their lives where, for the most part at least, can touch a bit of freedom. Key chains and car keys means freedom for them. If we provide them with lanyards which are also inexpensive and easy to distribute in bulk, we can give them something to talk, and think about, while displaying proudly with the keys to their car.



Tactics



Eagle Expo Event:

Eagle expo is an event held annually on the FGCU campus. It is an open house to the public for prospective students and parents, giving them the opportunity to explore everything the school has to offer. Tours of the campus and dorms are available, as well as the opportunity to meet school deans and speak with advisors about future goals in one's career path. This is an excellent opportunity to hold a high school event on campus during the same day as the expo. The event takes place on a Saturday at the end of February. Basketball season is also at the end of February. Therefore, we will hold a two day basketball semi final tournament at FGCU. The event will bring high school seniors and families to the school creating awareness about FGCU, and conveniently giving them the chance to check out the campus and get extra information on FGCU. The event will be for Lee and Collier County high schools. The event will start at 8-am on Saturday morning and end at 4pm on Sunday afternoon. Included in the total cost for the tournament is bussing to and from parking garages, concession stands, eagle representatives directing traffic, and production costs. This event will total \$5,000.



Tactics



Radio:

One of the best ways to get information out to the public is through radio Broadcast. When starting this campaign we decided using the radio is the best way to get High School seniors and Transfer students interested in our school. Clear Channel Radio Broadcasting is one of the biggest Communication outlets around. Their two major stations are 105.5 The Beat, and Cat Country 107.1. With most people listening to the radio to and from work, The time slots that we would Choose for both are from 6 A.- 10 A.M, as well as the ride home 3 P.M- 7 P.M. This is when most people are in their cars from work or school. A 30 second time slot would be able to grab the listeners attention. Lee and Collier County known as the “ Metro Service Area” would be the area that we would target (Hardy, Interview).



Tactics



Radio Commercial:

“Hey you, yeah you, are you in College, or thinking of going to college? Glad I caught you, I’m here to give you a great idea. Florida Gulf Coast University is not only up and coming, but also putting themselves on the Map as a great University growing at a fast pace. We have a big University feel, at a Small University price. Great dorms, Greek Life, Division 1 Sports, State of the Art Buildings, Come on! Apply now! What else can you ask for? Don’t be left not knowing what you want to do. Apply to FGCU where it is “ A Perfect Place to Grow.” “



Tactics



| 2010 Clear Channel Rate Card | | | | | | | |
|------------------------------|--------|--------|-------|---------|----------|----------|-----------|
| 95.3 OLZ | M-F | M-F | M-F | M-F | Sat | M-Sun | Sat - Sun |
| | 6A-10A | 10A-3P | 3P-7P | 6A-7P | 10A - 3P | 7P - MID | 6A - 7P |
| 30's | \$40 | \$40 | \$40 | \$30 | \$25 | \$15 | \$20 |
| 15's | \$30 | \$30 | \$30 | \$20 | \$20 | \$10 | \$15 |
| Cat Countr Y | M-F | M-F | M-F | M-F | Sat | M-Sun | Sat - Sun |
| | 6A-10A | 10A-3P | 3P-7P | 6A - 7P | 10A - 3P | 7P - MID | 6A - 7P |
| 30's | \$40 | \$40 | \$40 | \$30 | \$30 | \$15 | \$20 |
| 15's | \$30 | \$30 | \$30 | \$20 | \$20 | \$10 | \$15 |
| 105.5 The Beat | M-F | M-F | M-F | M-F | Sat | M-Sun | Sat - Sun |
| | 6A-10A | 10A-3P | 3P-7P | 6A - 7P | 10A - 3P | 7P - MID | 6A - 7P |
| 30's | \$75 | \$75 | \$75 | \$70 | \$65 | \$25 | \$35 |
| 15's | \$40 | \$40 | \$40 | \$35 | \$35 | \$20 | \$20 |
| Z100 | M-F | M-F | M-F | M-F | Sat | M-Sun | Sat - Sun |
| | 6A-10A | 10A-3P | 3P-7P | 6A - 7P | 10A - 3P | 7P - MID | 6A - 7P |
| 30's | \$45 | \$45 | \$45 | \$35 | \$30 | \$15 | \$25 |
| 15's | \$30 | \$30 | \$30 | \$25 | \$20 | \$10 | \$15 |



Tactics



Billboard:

Permanent Bulletin-panel #17, located on I-275 in North Fort Myers and panel #28, located on I-275 in Naples

Size: 10'6x 36'

Over 18 population 439554

GRP: 50

Total 4 Week net rate: \$ 14000

It will stay up from December thru January to remind students to apply before the deadlines

CPM: \$3.77

Total Cost : \$56,000

We chose to advertise using a billboard because with outdoor advertising you really get the biggest audience for the cheapest price. It has been said that outdoor advertising is the most effective because consumers spend most of their time outdoors- and driving to and from destinations. Billboards offer competitive reach to raise awareness for a highly mobile audience. We chose to use Lamar company because they have over 100 years of service and have worked for many reputable companies who give positive feedback on their work. (Lamar.com, 2011)



Tactics



FLORIDA
GULF COAST
UNIVERSITY

APPLY TODAY!



WWW.FGCU.EDU

"THE PERFECT PLACE TO GROW"

A large promotional banner for Florida Gulf Coast University. It features the university's logo on a blue background, a green bar with the text "APPLY TODAY!", a photo of graduates, the FGCU logo, the website "WWW.FGCU.EDU", and the slogan "THE PERFECT PLACE TO GROW".

Tactics

Flyer:



This flyer's purpose is to be displayed at state colleges and other high schools. The reason why we chose state colleges is because that is where most college students transfer FROM if we remind them of FGCU this will increase our chances of gaining those transfer students. The reason why we chose to display our fliers at high schools is because it is an easy reminder to students, this will increase our name recognition and help gain attention to FGCU. Fliers are also inexpensive and easy to distribute, giving us publicity to our target markets.



Tactics

Flyer:



Transfer students,

**Eagle EXPO
Open House**

Saturday,
February 26, 2011

FGCU...A perfect place to grow.

TO DO LIST:
-Request transcripts
-Apply
-Sign up



Budget



| Medium | Promotions | Cost per Units | Number of Units | Total Cost | CPM |
|-----------------------------------|---|--------------------|-------------------------|--------------|--------|
| Radio | 107.1 Cat Country .30 sec-2 spot (M-F 6-10am/3-7pm) | \$400 (weekly) | 12 Weeks | \$8,000.00 | \$4.52 |
| | 105.5 The Beat .30 sec-2 spots(M-F 6-10am/3-7pm) | \$750 (weekly) | 12 Weeks | \$15,000.00 | |
| Print | Brochures | \$0.25 | 10,000 | \$2,500.00 | |
| Outdoor Advertising | Billboards | \$14,000 (monthly) | Two Billboard(2 months) | \$56,000.00 | \$3.77 |
| Events | Basketball Tournament | \$5,000 | Two days | \$5,000.00 | |
| | | | | | |
| Promotional Products | Embossed Writebands | \$0.15 | 3000 | \$519.99 | |
| | Tote Bags | \$3.22 | 300 | \$900.00 | |
| | Lanyards | \$2.00 | 1000 | \$500.00 | |
| Production Cost | | | | \$10,000.00 | |
| Total Cost | | | | \$98,419.99 | |
| Amount Allocated In Budget | | | | \$100,000.00 | |
| Production Cost(10%) | | | | \$10,000.00 | |
| Remaining Budget | | | | \$1,580.00 | |



Control and Implementation

- Prior to the finalization of our campaign a survey was handed out to local High School Students and Edison State College, as well as other Universities that we are in competition with, including FAU, FIU, and USF.
- This survey will be re-administered to the same locations after we run our campaign. We hope that the Local high Schools Increase from 81% of exposure to 100%. Is there is an increase at all then we know in high schools the awareness has been met. With transfers students being at 2308 applicants in the fall, we are confident that a 20% increase will occur, therefore raising the applicants to 2770 transfer students.
- We will be responsible in making sure that this is carried out. Not only will we re-administer to the surveys, we will also follow up with other ways to implement more successful option. We are willing to go the extra mile to make sure the campaign is done to the highest success rates.



Conclusion

We have done extensive research as to how we plan to rise above our competitors and elevate our University State and Nationwide. We choose marketing strategies and tactics that have been proven to be extremely successful and at a low cost. Results are easily measurable and our goals will be reached if our plan is followed to the core. Florida Gulf Coast University has what it takes to be a great place to grow, and we are confident that our marketing plan will allow our target markets to see that, and FGCU will become the place to be. With the radio advertisements, billboard, brochures and marketing strategies we have created, we believe that we will raise awareness of the university and increase the number of applicants for both incoming freshmen and transfer students.



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Appendix 1-Graduating Senior Survey



Do you know about Florida Gulf Coast University (FGCU)? Yes ___ No ___

Have you applied to FGCU? Yes ___ No ___

Is it your 1st choice? Yes ___ No ___

Are you considering attending FGCU? Yes ___ No ___

IF YES...

Why did you choose to apply? _____

Was there something in particular you liked about FGCU?

Is there anything not offered that you would like to see at FGCU?

IF NO...

Why not?(Check all that apply)

too small

your friends aren't going there

doesn't offer your major

got accepted somewhere else

don't think its cool

other: _____

What would you like to see at FGCU that would change your opinion about the university? _

Are you considering another university? If so, please list them in order of preference.

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

High Schools Surveyed:

- Gateway Charter High School ; Fort Myers, FL, Seminole High School; Seminole, FL and Mariner High School; Cape Coral, FL



Appendix 2-Transfer Students Survey

Survey for Edison State College Students: Looking to transfer to FGCU?

- Are you (circle one) Male Female
- Age Group 18-22 23-2 29-40 40+
- Are you from Lee or Collier County? If neither, what county are you from?
- What high school did you attend? _____
- Are you interested in transferring to FGCU? YES NO
- If not what school are you thinking of transferring to?
_____.
- What are your likes/dislikes about FGCU? _____
- Why? _____



Appendix 3- Transfer Students Survey Results

School Choice

- 11 plan to attend FGCU
- 2 chose to finish at Edison
- 5 plan to attend UCF
- 4 plan to attend FIU
- 2 plan to attend USF
- 1 plans to attend FAU

Likes

- Close to home
- Close to the beaches
- Small teacher student ratio
- “Green” school

Dislikes

- No football team
- Close to home
- Small school
- Surrounding area

Age

- 20-6 people
- 21-4 people
- 22-4 people
- 23-2 people
- 24-5 people
- other:4 people



Appendix 4-

competition students survey

1. When applying for Universities, what was your main priority?
2. When applying for Universities, what was least important?
3. Which of the following schools had a representative visit your high school to present information?
4. Please select which of the following universities sent you information in the mail?
5. Please fill in one word that comes to mind when you hear of the following Universities.
6. What school do you currently attend?
7. If you could change one thing about what you did prior to choosing a University, what would it be?

http://www.surveymonkey.com/MySurvey_Responses.aspx?sm=z1xnNEwt1SjXUkOdzEXBk5EY%2bwYvLkX1gu8b4WHNLVY%3d



Appendix 5-competition students survey results



1. When applying for Universities, what was your main priority? [Create Chart](#)

| | Response Percent |
|-------------------|------------------|
| location | 50.0% |
| class sizes | 5.1% |
| history of school | 1.3% |
| dorms | 1.3% |
| tuition | 9.0% |
| greek life | 2.6% |
| degree programs | 29.5% |
| athletics | 1.3% |

2. When applying for Universities, what was least important? [Create Chart](#)

| | Response Percent |
|-------------------|------------------|
| location | 1.3% |
| class sizes | 3.8% |
| history of school | 13.8% |
| dorms | 6.3% |
| tuition | 1.3% |
| greek life | 55.0% |
| degree programs | 0.0% |
| athletics | 18.8% |

3. Which of the following schools had a representative visit your high school to present information? [Create Chart](#)

| | Response Percent |
|------|------------------|
| FAU | 38.0% |
| FIU | 53.5% |
| FGCU | 29.6% |
| UCF | 57.7% |
| USF | 54.9% |

4. Please select which of the following universities sent you information in the mail? [Create Chart](#)

| | Response Percent |
|------|------------------|
| FAU | 39.0% |
| FIU | 57.1% |
| FGCU | 36.4% |
| UCF | 67.5% |
| USF | 74.0% |

http://www.surveymonkey.com/MySurvey_Responses.aspx?sm=z1xnNEwt1SjXUkOdzEXBk5EY%2bwYvLkX1gu8b4WHNLVY%3d

