

# Community Development Marketing Project Proposal

## **Marketing Team Members**

Eric Romich (Co-Chair)  
Brian Raison (Co-Chair)  
Julie Fox  
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## **Project Scope**

The CD unit is made up of a number of outstanding educators teaching critical programming that truly strengthens lives and communities. However, we are modest individuals, lacking the desire to self-promote our accomplishments. As a result, Extension has developed a reputation as being one of Ohio's best keep secrets. A marketing plan will help to share the valuable programming that makes up community development Extension work.

The purpose of this proposal is to develop marketing strategies and establish a marketing plan that will help the Community Development Unit attain its objectives of helping communities enhance their well being through unbiased research, outreach, and education. This project focuses on the development of an Extension marketing plan for the Community Development Unit. With guidance from Julie Fox and her extensive marketing experience, our team has established a marketing outline (See Attachment A) to facilitate the development of the plan. Clearly identifying our goals and reflecting on the Community Development Unit Mission, or our compelling reason for existence will support this marketing outline. Our team plans to gather feedback from community development colleagues in relation to the integration of people, product, place, and promotion in the master marketing plan. In addition, we will seek support from a student intern preferably from the Ag Communications program to assist in refining the draft plan and driving the project through the implementation stage.

## **Outputs & Outcomes**

Anticipated outputs and outcomes from the development and implementation of the Community Development Extension marketing plan includes:

### *Outputs*

- Unified message with coordinated and branded communication and campaign materials
- Increased number of contacts with key stakeholders (numbers to be quantified later)
- Increased delivery of OSU Extension CD resources (numbers to be quantified later)

### *Outcomes*

- Improved marketing practices of OSU Extension professionals
- Increased visibility and awareness of OSU Extension Community Development as a solution to stakeholder priorities

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## Deliverables & Timeline

### *Phase 1: February 2013 - Organization, Unit input, & Data Collection*

- Establish Buckeye Box Folder to host all documents virtually.
- Conduct a WebEx meeting with the entire CD unit to review the marketing plan outline and gain input on the critical aspects of Mission, people, place, product, and promotions. This will provide our team valuable information as we develop the marketing plan.
- Review marketing campaign case studies from other Extension systems.

### *Phase 2: February - April 2013 - Create CD Marketing Plan*

- Conduct an inventory of existing CD marketing materials
- Use the marketing plan template (see attachment A) as a guide to organize feedback from the Webex meeting and case studies.
- Identify student intern.
- Share marketing plan DRAFT with student intern and brainstorm on methods to improve and identify project expectations.
- Compare the DRAFT CD marketing plan to the OSU Extension marketing plan and refine for consistency.
- Finalize CD Marketing Plan.

### *Phase 3: May - July 2013 - Implement the Plan*

- Design and produce marketing materials

### *Phase 4: August 2013 - Engage Extension colleagues in outreach and education.*

- Share marketing plan and materials with CD colleagues during a quarterly unit meeting.
- Review the process and evaluate effectiveness of overall project. Reflect on ideas to potentially share experience as a journal article.

## Budget

	<b>Activity</b>	<b>Notes</b>	<b>Cost</b>
1	Travel	Travel funds for team to host a working day on main campus.	\$1,500
2	Student Intern	We would like to explore way to possibly identify a student intern (preferably from Ag Communications) that would be willing to volunteer for the project.	Unknown
3	Materials	The cost for development of materials is an currently an estimate and may change after we fully develop the marketing plan.	\$5,000
<b>Total:</b>			<b>\$6,500</b>

# Attachment A: Marketing Outline



## OSU Extension Community Development Marketing Outline Draft January 31, 2013

*Marketing is not only much broader than selling,  
it is the whole business seen from the customer's point of view.*  
Peter Drucker



### **Mission/Vision:**

Compelling reason for our existence ...

[Link to OSUE/CFAES/OSU Strategic Plans](#)

### **PEOPLE (Relationship Building)**

Who do we serve?

Primary Target Audience/s – who/where

External Influencers

Internal

Who are we?

Overall

How does our team align with target audiences and influencers?

### **PRODUCT**

What solutions - products and services do we provide?

How are our resources 'packaged' and priced?

### **PLACE**

Where do we work?

Visual merchandising resources onsite – cross selling programs/materials

### **PROMOTION**

Basic Communications & Relationship Building

Positioning (elevator pitch)

Print resources

Electronic communications (ours, others, monitoring)

Targeted Campaigns/ Strategies & Tactics (awareness, trial, customer, loyalty)

Custom Service

Crisis Communications

Culture

### **PLAN & PROCESS**

Current Marketing Audit (from customer/s point of view)

Industry Overview

Competitive Analysis

Resource Management (Money, Human, Space/Equipment/Supplies...)

Risk Management

Marketing & business plan with:

Marketing Goals - What milestones measuring?

Service/sales forecasts and assumptions

Budget

Coordinated Calendar