

Integrated Marketing & Communications

FY 2026 Strategic Plan Alignment and Budget Presentation

Mr. Jeff Harris



Integrated Marketing Communications

- University Marketing
- University Public Affairs
- University Media Relations
- University Brand Management
- University Websites Management
- University Customer Analytics
- University Licensing
- University Advertising
- University Video Production
- University Photo Production
- University Executive Communications
- Athletic Fan Engagement
- Athletic Media Relations
- Athletic Sponsorship
- Communications and Content Development
- Creative Development
- Print Production Services
- Project Management Services

FY 2025 Accomplishments

Priority 1: Prioritize Student Success and Student Access

- Partnered with SEI in development of prospective student email, social media, video, brochures and websites.
- Supported all university divisions for their communication needs, averaging 1,000 project tasks each month.
- Partnered with Graduate School with implementation of graduate enrollment marketing campaign, for and increase from Fall 2024 to Spring 2025 of continuing students up 16.9% from 1824 to 2132.
- The digital ad campaign for graduate enrollment received 2.07M impressions and 11.8K clicks in March supporting Fall Graduate registrations are up 58.2% representing
- Partnered with Polytechnic College and SEI in development of marketing materials for new college, including standing up the website.
- Partnered with SEI in development of communication plans for each target market, including undergraduate and transfer, polytechnic, online education, and graduate.
- Created websites for graduate enrollment (<https://shsu.edu/explore/>), undergraduate enrollment (<https://discover.shsu.edu/>) and polytechnic enrollment (<https://sam.edu/>).

FY 2025 Accomplishments

Priority 2: Embody a Culture of Excellence

- Completed the brand project launch in September 2024 and successfully developed marketing implementation across all university divisions. Produced and provided brand training and delivery of brand guidelines to SHSU.
- Created the SHSU brand commercial and deployed in digital advertising campaigns as well as on American Airlines. Commercial will continue use in FY26.
- Completed website technical and content strategy and shared reports allowing us to move forward in design development.
- Completed website design development and shared reports allowing us to move forward in CMS development and content creation.
- Completed the Brand Agility Study and the Brand Pulse studies, which measure the alignment of the brand work that launched in September.
- Developed brand templates for divisions to use in creating their marketing fact sheets, donor reports and social media posts.

FY 2025 Accomplishments

Priority 3: Elevate the Reputation and Visibility of SHSU

- Produced the Heritage magazine for Fall 2025 with newly developed brand identity focused on SHSU's strategic priorities.
- Increased Athletics' social media accounts engagement by 41.3% year-over-year. Football Season Ticket sales increased 18% above the FY24 season. Overall Bearkat Athletics social media engagement has increased over 400% over the past year.
- Media reach increased by over 9.7 billion month-over-month due in large part to football coverage.
- Prioritized outdoor advertising campaign, including seven billboards and signage in five malls around Houston.
- Created the H-Town Showdown bring out the largest of our games at NRG Stadium since 2018 with total attendance of 28,354.
- Partnered with Advancement in the development of marketing materials for donor relations and alumni relations, including campaigns for alumni events, donor visits, facility fund raising and annual giving.
- Produced "Rise To Greater" videos to support enrollment.

FY 2025 Accomplishments

Priority 4: Expand and Elevate our Service to the State and Beyond

- Provided public affairs leadership for the university community fielding 124 media relations inquiries and outreach to media.
- Provided support for video production to the system office.
- Provided communications management for all Cleary Act timely warnings and KatSafe alerts.
- Developed and managed campaign for the student athletic fee referendum.
- Developed and managed campaign for the home game football season in Houston.
- Produced video representing the centers and institutions of SHSU for the TSUS February Board Meeting.
- Partnered with President's Office to put together legislative materials for the Polytechnic College.

FY 2026 Keep Doing

Statement:

The Division of Integrated Marketing & Communications plans to keep advancing the brand development because the more consistent and confident we are in sharing the Bearkat story, the better our audiences will understand and trust what we have to say. This action aligns with Strategy 3: Elevate the reputation and visibility of SHSU and Goal 4 - Identify/improve, promulgate, and leverage the SHSU brand and will have an impact in increasing student enrollment and community engagement in achieving Pillar 1 - Enrollment.

Supporting Data:

IMC is steadfast in its commitment to reinforcing our brand identity by developing marketing productions that are meticulously aligned with our brand values and vision. We are dedicated to supporting marketers across all university divisions, ensuring they have the resources and guidance needed to effectively represent our brand.

In addition, IMC will complete the brand agility and brand pulse studies, which are crucial for understanding our brand's performance and adaptability. Insights from these studies will be integrated into our brand guidelines, ensuring that any necessary changes are implemented promptly and effectively. This continuous improvement process will help us maintain a dynamic and responsive brand identity that resonates with our audience.

Resources / Collaborations Required:

- Collaboration with brand contractor
- Collaboration with university marketers
- Sharing with the Cabinet

FY 2026 Keep Doing

Statement:

The Division of Integrated Marketing & Communications plans to keep developing new SHSU websites because the website is most effective when it delivers content that is timely, relevant and easy to find. This action aligns with Strategy 3: Elevate the reputation and visibility of SHSU and Goal 4 - Identify/improve, promulgate, and leverage the SHSU brand and will have an impact in increasing student enrollment and community engagement in achieving Pillar 1 - Enrollment.

Supporting Data:

IMC is excited to continue our collaboration with SimpsonScarborough and HannonHill to develop our key websites, including the main university website, the physician's website, the museum website, and the alumni relations website. Our partnership is focused on creating engaging, user-friendly, and informative online experiences that reflect our brand identity and meet the needs of our diverse audiences.

Additionally, IMC will work closely with our university partners to develop compelling website content in preparation for a planned launch in October. This collaborative effort ensures that our websites are not only visually appealing but also rich in content that supports our mission and values.

Resources / Collaborations Required:

- Collaboration with our vendor partners
- Collaboration with website working group
- Sharing with the university community

FY 2026 Keep Doing

Statement:

The Division of Integrated Marketing Communications plans to keep working with online education to partner in video production services because it offers flexibility in scaling resources based on project needs, without the overhead of hiring fulltime staff leading to higher-quality deliverables. This action aligns with Strategy 3: Elevate the reputation and visibility of SHSU and Goal 3.4 – Identify/improve, promulgate, and leverage the SHSU brand and will have increased efficiency in project turnaround times, as contract services can be more easily scaled to meet demand which supports efforts in achieving Pillar 4 - Agility.

Supporting Data:

IMC is thrilled to continue our partnership with the Online Education division to create exciting and engaging videos that showcase the exceptional education services offered at SHSU. These videos are designed to highlight the unique strengths and opportunities available to students, helping to expand engagement for enrollment and increase the visibility of SHSU to a broad audience on YouTube.

By leveraging the power of video content, we aim to connect with prospective students in a dynamic and impactful way, demonstrating the value and excellence of SHSU's educational offerings.

Resources / Collaborations Required:

- Collaboration with SEI and Academic Affairs
- Collaboration with Online Education

FY 2026 Keep Doing

Statement:

The Division of Integrated Marketing Communications plans to keep continuing our partnerships with SEI, Advancement, and the Colleges. Our goal is to work together as one cohesive team, seamlessly integrating our efforts to support the university's mission and strategic priorities.. This action aligns with Priority 2: Embody a Culture of Excellence and Goal 2.2, with measurable impacts in reducing the time to make critical decisions by facilitating collaboration for impact on enrollment and advancement, advancing Pillar 4 – Agility.

Supporting Data:

By maintaining strong, cooperative relationships, we can leverage our collective strengths and resources to achieve greater impact and success. This unified approach ensures that we are all aligned in our efforts to advance the university and enhance the experiences of our students, alumni, and community.

Resources / Collaborations Required:

Collaborative effort with SEI, Academic Affairs and Advancement. Leadership support for marketers and communicators.

FY 2026 Stop Doing

Statement:

The Division of Integrated Marketing Communications plans to stop accepting projects unrelated to the strategic plan because we aim to better allocate resources in alignment with the plan. This action aligns with Strategy 2: Embody a culture of excellence and Goal 2.2 - Align processes and resources, such as staffing, facilities, technology, and other assets to strategic priorities and will have improved resource allocation and increased efficiency in project execution, as efforts and resources are focused on initiatives that are fundamental in achieving Pillar 4 - Agility.

Supporting Data:

IMC is committed to focusing our resources on strategic efforts that align with our priorities and demonstrate significant visibility in the marketplace. To ensure we can dedicate our resources effectively, IMC will limit projects that are unrelated to our strategic priorities or do not show great visibility. This approach allows us to concentrate on initiatives that support enrollment, enhance fan engagement, and advance the university's mission.

By prioritizing projects that align with our strategic goals, we can maximize our impact and contribute to the continued growth and success of SHSU.

Resources / Collaborations Required:

- Education to university marketers on how to use the templates and brand guidelines
- Relationships with divisions continue to align in vision

FY 2026 Stop Doing

Statement:

The Division of Integrated Marketing Communications will stop developing the Today@Sam articles as a priority action of the communications department because the metrics show a very low read rate. This aligns with Priority 2: Embody a Culture of Excellence and Goal 2.2, with measurable impacts including the number of views and time on page shown in our Google Analytics does not measure the resources dedicated to the effort, This is advancing Pillar 4 – Agility.

Supporting Data:

MC has been monitoring the visitor view and time-on-page rates for the Today@Sam articles. Based on the very low read rates we are observing, we have decided to shift our resources towards developing multimedia content. This content will be designed for use across multiple platforms, including the new website and our reimagined YouTube channel.

By focusing on multimedia content, we aim to create more engaging and accessible materials that resonate with our audience. This strategic shift will help us better connect with our community and prospective students, enhancing visibility and engagement.

Resources / Collaborations Required:

Reallocation of Communication staff time from writing Today@Sam articles to producing multimedia content that is engaging and demonstrates a high engagement.
Supporting College marketing staff in their writing news articles.

FY 2026 Start Doing

Statement:

The Division of Integrated Marketing Communications will start expanding our efforts in multimedia communications, including video production, podcasting, and presentations for recruiters. This action supports Strategy 2: Embody a culture of excellence and Goal 2.2 - Align processes and resources, such as staffing, facilities, technology, and other assets to strategic priorities and will have improved resource allocation and increased efficiency in project execution, as efforts and resources are focused on initiatives that are fundamental in advancing Pillar 1 – Enrollment.

Supporting Data:

By leveraging diverse multimedia channels, we can effectively showcase the strengths and opportunities at SHSU, connecting with a wider audience in dynamic and impactful ways. We will continuously monitor our progress and make adjustments to ensure ongoing improvements and success in our communications efforts.

Resources / Collaborations Required:

- Reallocate staff time from writing articles to producing multimedia productions.
- Collaboration with partners in SEI, Colleges and Online Education

Integrated Marketing & Communications Summary

Keep

Advancing the brand development

Developing new SHSU websites

Working with online education

Partnerships with SEI, Advancement, and the Colleges

Stop

Projects unrelated to the strategic plan

Today@Sam articles as a priority

Start

Expanding our efforts in multimedia

Questions?



Sam Houston
State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM