Goal 3. SVSU is widely known across Michigan as a sought-after institution of higher learning.

	Strategy	Target Date	Owner by Title	Resources/Collaboration Needed
1	**Increase SVSU's reputation and standing relative to competitors and improve public awareness of SVSU's defining attributes.**	**Dec-17**	**Executive Director of Communications & External Affairs**	
a	Utilize and share data from Student Insights Report & Dartlet survey to familiarize stakeholders with current perceptions in comparison to our competitors in the State of Michigan.	Dec-16	Executive Director of Communications & External Affairs	University Communications, Public Affairs Council
b	Highlight the impact of faculty, staff, student and institutional success regionally and across the state.	Ongoing	Director of Media & Community Relations	University Communications, Public Affairs Council
c	Track the number of independent visits to campus and target informational offerings to visitors in high-traffic areas.	Ongoing	Director of Admissions, Athletic Director, Director Conference Center	Office of Admissions, Athletics, Alumni Relations, Conference Center
d	Increase awareness and support for SVSU with local, state and federal officials on appropriating capital outlay and other higher education policy.	Ongoing	Director of Governmental Affairs	Governmental Affairs, External Affairs, Alumni Relations, President's Office
2	**Develop and implement a strategic integrated marketing plan.**	**Dec-16**	**Executive Director of Communications & External Affairs**	**University Communications**

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	Strategy	Target Date	Owner by Title	Resources/Collaboration Needed
a	Develop tactics such as general advertising, outreach activities and public relations aimed to expose SVSU more broadly.	Ongoing	Executive Director of Communications & External Affairs	**University Communications**
b	Support Admissions efforts to increase interest from prospective students, improve Admissions communication strategies and expand pool of students who are contacted.	Dec-16	Director of Admissions	
c	Conduct surveys of how students learned of SVSU and why they chose SVSU.	Dec-17	Director of Admissions	
d	Increase public's understanding of SVSU opportunities and outcomes with the development of new materials and expanding our story telling.	Ongoing	Executive Director of Communications & External Affairs, Director of Media & Community Relations	University Communications
3	**Increase alumni engagement with SVSU.**	**Jun-17 & Ongoing**	**Executive Director of Alumni Relations**	
a	Promote and encourage participation of all offices/academic departments in SVSU Connect.	Dec-16	Executive Director of Alumni Relations	

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b	Increase alumni enrollment in SVSU Connect with the goal to achieve 2,500 by June 2017, 5,000 by June 2018 and 10,000 by June 2020.	Jun-17	Executive Director of Alumni Relations	
c	Provide evidence of alumni engagement with all academic departments (i.e. mentorship, internships, job sharing, speaking engagements, student recruitment, etc.).	Jun-17	Executive Director of Alumni Relations	
d	Increase number of affinity groups.	Jun-17	Executive Director of Alumni Relations	
4	**Strengthen and centralize external and internal communications.**	**Dec-17 & Ongoing**	**Executive Director of Communications & External Affairs**	
a	Identify best practices among peer institutions regarding cross-campus communication to strengthen internal communications at SVSU.	Sep-17	Director of Media & Community Relations	University Communications
b	Further establish and enforce social media and web standards for SVSU.	Jun-17	Director of Web Communications	University Communications, Web Communications

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	Strategy	Target Date	Owner by Title	Resources/Collaboration Needed
c	Develop consistency in training for all ambassador/affinity groups and boards with a uniform SVSU orientation and individual training.	Dec-17	Director of Media & Community Relations	University Communications, Public Affairs Council
d	Revitalize & centralize SharePoint and web management process and content.	Dec-17	Executive Director of Communications & External Affairs, Executive Vice President for Administration & Business Affairs	Web Communications, Information Technology Services, Office of Academic Affairs