Marketing/Communications Presentation
New Employees
August 2018
ABOUT US

Our staff provides marketing and communications services to Millersville University’s academic and administrative offices.

We support the University’s identity, reputation and strategic plan by offering marketing and communication strategies solutions—many of which have earned regional and national recognition.
OVERVIEW OF OPERATIONS

- 8 full-time staff members
- Average 12 student employees
- Located in Lombardo Welcome Center
- Mission:
  To manage and enhance the university brand and advance the mission and strategic initiatives of Millersville University through effective storytelling and advertising. At the core of our work is a focus on revenue generation and building institutional value.
‘Ville Daily | August 13, 2018
FOR MILLERSVILLE UNIVERSITY FACULTY, STAFF AND STUDENTS
‘Ville Daily is a twice a week publication during the summer

UNIVERSITY NEWS

Need funding for projects/event promoting Cultural Diversity and Inclusion issues? Apply Now.

STUDENT NEWS AND GET INVOLVED

Organization Outbreak Registration Closes August 18

FACULTY/STAFF
Millersville University Welcomes High-Achieving...

Classes begin August 27

Millersville University Welcomes High-Achieving Incoming Class
CBS Evening News interviewed Dr. Changfu Chang about his documentary on a young girl reuniting with her birth parents in China.

Social Media Communications

BE SOCIAL  @millersvilleu
University’s Facebook Page

Spring FestiVille Concert Weekend Promo video
INTERNAL AGENCY

• Advertising
• Marketing (top clients):
  – Admissions
  – Advancement
  – President’s Office
  – University community at large
• University’s brand integrity
• Website content
• Photography
• Promotional video
MARKETING HELP

• How can we help you?
  – Millersville.edu/umc (request help, download logos, style guides, etc.)
  – Service request process
  – Dos and don'ts:
    • Do: check with us
    • Do: follow the guidelines
    • Do: Include the Millersville wordmark on anything you promote.
    • Don’t: alter the logo
    • Don’t: create a new logo
    • Don’t: use a pirate
# Who is Millersville? Marketing

## Brand Differentiating Points

<table>
<thead>
<tr>
<th>WHAT WE WANT</th>
<th>Changing individuals, families, communities and the world.</th>
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<tbody>
<tr>
<td>HOW WE GET TO WHAT WE WANT</td>
<td>Millersville's high placement rating</td>
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<tr>
<td>WHAT WE DO</td>
<td>We forge strong, intelligent and relentless thinkers and creators – individuals poised for brilliance.</td>
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### HOW WE DO IT: WE ARE BETTER THAN OTHERS AT THESE ITEMS. WHAT WE ARE AMAZING AT DOING.

<table>
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<tr>
<th>STUDENT/PROFESSOR RELATIONSHIPS:</th>
<th>PROGRAMS OF DISTINCTION:</th>
<th>BEAUTIFUL CAMPUS &amp; GREAT LOCATION:</th>
<th>OUTSTANDING ROI:</th>
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<td>The men and women of the Millersville University faculty are scholars, highly respected in their fields, dedicated to the success of their students in the classroom, the research lab, in campus life and beyond. The bond developed between the faculty and students is powerful and many of Millersville's successful alumni rate their professors as the main reason for success in their industries. The caring and competent staff share in the belief that Millersville is changing the world, one student at a time and that every student will be prepared to lead a robust, intellectual, professional and civic life. Our faculty has developed the reputation that they truly &quot;give a damn&quot; about their students. Finally, from your first class to your last, your professor, not a student aid, will be there to instruct you. A student-centered campus and made in Millersville are results of this bond.</td>
<td>Millersville University has over 100+ programs available for students to explore and find their path. Many of these programs are unique programs of distinction and were started, or taken to the next level, at the university. A select few of these programs mix several disciplines together – taking science, technology and art and creating a more progressive, dual degree. Many of the faculty leading these programs, are carving new, highly desirable paths in their Industries. All of Millersville's superior academic programs fully prepare students for real world careers.</td>
<td>Millersville University is a beautiful school with an outstanding location. Millersville prides itself on the unique mix of historical and modern facilities, all surrounded by an organically maintained landscape environment. Millersville's campus is picturesque and one of the safest colleges in the country, the perfect backdrop for exploring and researching. The location is minutes from downtown Lancaster city – a thriving, growing and creative hub in the northeast. Major metropolitan areas, such as Philadelphia, Baltimore, Washington D.C. and New York City are just a train ride away. The Millersville campus is the right size, in and outside the classroom. The campus is immense enough for students to gain a world-class learning experience, yet still has the academic advantages of a more intimate-sized school.</td>
<td>Millersville alumni are quoted as saying that Millersville was one of the &quot;smartest&quot; choices they had ever made. One reason is the mix of high-level academics and the lower cost of a state school system. Millersville also has some of the most highly sought after internships (Apple, NFL Films, NASA, IBM, etc.). Creativity is interwoven throughout the campus and Millersville's forge students that go on to impact and change the world. All of these opportunities are created to build one of the highest job placement rates in higher education. Opportunities that lead to job placement are why Millersville University's alumni have some of the highest buyer's satisfaction rankings among higher educational institutions.</td>
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### FOUNDATION: CORE ELEMENTS THAT WE DO REALLY WELL, THAT ARE DESIRED BY STUDENTS.

- Strong academics
- Diversity
- Fun social life
- Cool living areas
- Dedicated Student Support systems
- Cost and value
- Safe-learning environment
- Sports teams
- State-of-the-art technologies
MILLERSVILLE & YOU
YOUR PASSION GUIDED BY
SOME OF THE NATION’S TOP
PROFESSORS LEADS TO
INSPIRING FUTURES

Millersville University
TOGETHER STRONG

Millersville University provides students with coveted internships, such as Disney,
IBM, Apple, NFL Films and NASA. Many of our students go on to build and lead top
organizations. Become a Millersville Marauder and attack your future head on.

FORGED A STUDY CREW
WORKED WITH LEADING
PROFESSORS
SECURED INTERNSHIP
AT APPLE
CAPTAIN OF HER DESTINY

Millersville University
TOGETHER STRONG

Millersville University has some of the Nation’s top professors and provides its
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Awaken the Marauder in you and attack your future head on.
Sub Brands Marketing

Millersville University
INTRAMURAL SPORTS

Millersville University
INTRAMURAL SPORTS

Millersville University
INTRAMURAL SPORTS
New Website Marketing

WEBSITE

- Launched May 14, 2018
- Adaptive, better SEO, increased ADA compliance, on trend
HOW TO CONTACT US

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• Website: Millersville.edu/umc
• Social Media @ millersvilleu
Questions?