



GRAND VALLEY STATE UNIVERSITY

INSTITUTIONAL MARKETING

Our services include:

▼ Integrated Marketing Planning

One of Grand Valley's strategic goals is to enhance the image and visibility of the university. We do this through integrated marketing, meaning everyone throughout the university works together to convey clear messages about Grand Valley that underscore its mission, vision, values, and strategic goals in everything we say, do, and send. Institutional Marketing conducts research to determine current perceptions and preferred characteristics and then determines what messages the university should be communicating based on its mission, vision, values, and strategic goals. Communications plans are developed to deliver these messages and then evaluated to be sure the intended audiences are receiving the intended messages.

Institutional Marketing offers consulting services to departments for designing and implementing marketing plans for their departments that derive from the institutional integrated marketing plan.

Institutional Marketing oversees and funds marketing research that benefits the entire university. Institutional Marketing also offers research design and implementation assistance to individual departments who request research, but does not fund such projects.

▼ Branding and Identity

Grand Valley's "brand" is our promise to our audiences based on the university's mission, vision, values, and strategic goals. Much research and discussion resulted in some very defined messages about Grand Valley. The logo is the embodiment of the brand. The messages and the logo must be used consistently to strengthen our image. Find GVSU's messages and logo standards at www.gvsu.edu/identity.

▼ Publications and Visual Materials

We manage, design, and produce a full range of publications and visual materials including

- Recruitment materials such as view books for high school students; brochures for academic programs, housing, and financial aid; course catalogs; and the campus tour video.
- University publications and materials such as event programs, brochures, posters, banners, and invitations.

If you would like us to design a piece at no cost, please allow six to eight weeks. (You will be charged for printing.) All pieces should be sent to Institutional Marketing for review before they are printed. Please note that all apparel and novelty item vendors must be licensed through the Licensing Resource Group (LRG). See www.gvsu.edu/identity for details.

▼ Image/Awareness and Recruitment Advertising

The university uses advertising for the purpose of enhancing its image, creating awareness, and promoting enrollment. Our current vehicles include print, radio, Web, and direct mail, as well as outdoor tactics, and word-of-mouth campaigns.

If you would like us to design an ad at no cost, please allow two weeks. (You will be charged for placement costs.) All advertising should be sent to Institutional Marketing for review before it is printed or posted.

▼ Web Site Design and Development

Institutional Marketing designs and develops the primary Web site for the university. We have developed a content management system that allows departments to easily maintain their Web sites. We also provide assistance to create a look for your Web site that suits your department. Grand Valley's Web Standards are available online at www.gvsu.edu/identity.

Institutional Marketing can also help migrate departmental processes from paper-based to Web-based. Paperless processes can be easier for the user, as well as for the department, and can be more cost-effective for the university. We also provide assistance in creating email newsletters and on-line teaching enhancements. Call us for more information about how Institutional Marketing can help save your department time and money.

NOTE: Information Technology is responsible for administrative and academic server and hardware issues.

News & Information Services is responsible for media relations, photography, crisis communications, event support, FORUM, Grand Valley Magazine, GVNOW, and Horizons.

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▼ **Fax: (616) 331-2285**
▼ **www.gvsu.edu/identity**

Institutional Marketing is a service unit under the University Relations Division. Our mission is to serve Grand Valley State University by providing tools to enhance the image and visibility of the university.

Contact us to find out more about these services.

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Graphic Designer

And many wonderful student workers