

Second Act

IMC Plan

The Blue Women Group

Erica Kilroy, Colleen Kowalski, Brooke Nedrich, Madison Scagnetti,
Aubrie Tone and Amy Vaughan

Table of Contents

Situational Analysis	2
Positioning Maps	4
Audience	5
Objectives	6
Strategies	7
Tactics	8
Event Descriptions	10
Planning Calendar	11
Marketing Distribution	12
Budget	13
Measurement	16
Appendix	17

Situation Analysis

Cleveland State University - Alumni Association

Strengths

- ❖ The Alumni Association is already established as a reputable organization at Cleveland State University.
- ❖ The Alumni Association has had success in the past with events, garnering more than 18,000 attendees to their events in the 2015-2016 school year.
- ❖ The Alumni Association and Cleveland State University have multiple programs and clubs for students that create a better relationship between the student and university, making them more likely to be more active alumni once they graduate.
- ❖ Cleveland State University has many graduates that have gone on to great things, such as Mike Benz, that are great candidates to be speakers. This creates buzz and more interest in the Alumni Association.

Weaknesses

- ❖ In the survey conducted, it was found that the majority of alumni (94%) are not aware that the Alumni Association offers member benefits (see appendix A for survey results).
- ❖ The website is difficult to navigate, there's too much information being presented in a plethora of dropdown tabs. There are sections on the website that may be outdated, such as the Annual Report (it is referencing the school year of 2015-2016, not 2016-2017).
- ❖ Cleveland State University is primarily a commuter school, making it hard for students to feel a strong connection to it, especially after graduation.
- ❖ Links on the Alumni Association website are broken and cannot be accessed (especially the Member Benefits page).
- ❖ Data and statistics provided on Alumni Association's website is not dated, making it hard to know how current this information is - could be deceiving or incorrect.
- ❖ The majority of target audiences are unaware that there is Alumni Association for Cleveland State University or do not know what the Alumni Association and what programs are apart of it (for example, the 1964 society).

Opportunities

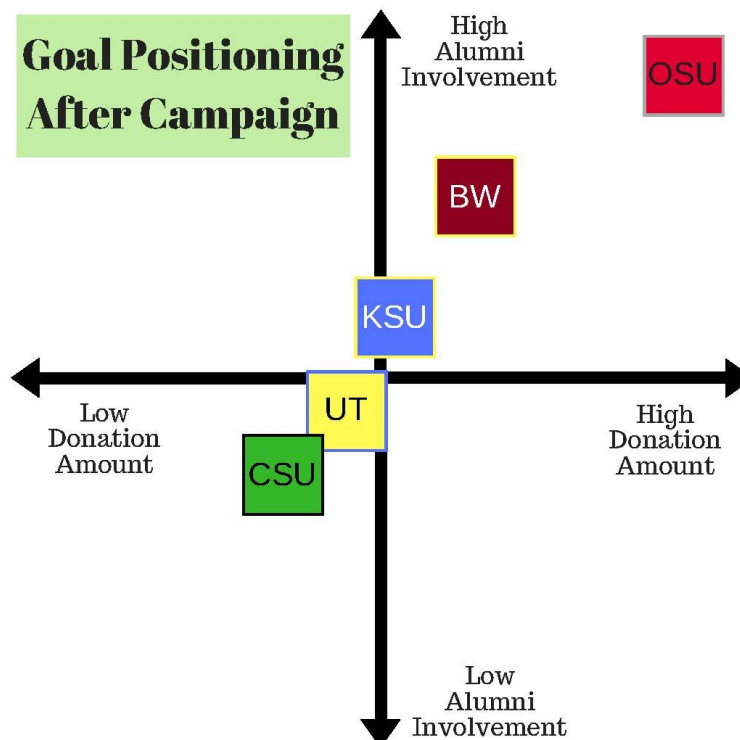
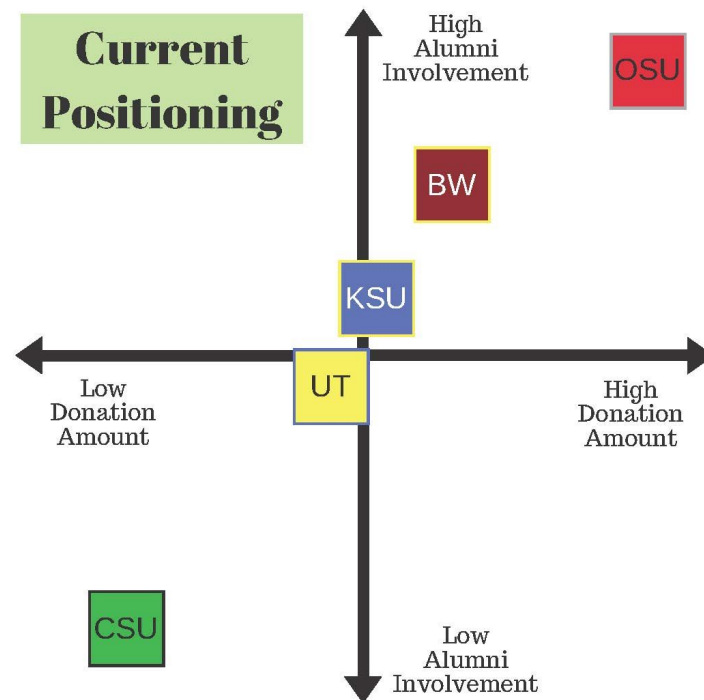
- ❖ Collaboration with alumni in executive positions in Cleveland businesses.
- ❖ Utilize social media to become a more social and engaging campus.
- ❖ Ability to find unknown alumni through social sites such as LinkedIn and Facebook.
- ❖ In the survey we conducted, it was found that many alumni want to participate in supporting the Cleveland State community by mentoring a student (67%) or by giving a lecture (40%) (see appendix B for survey results).

- ❖ In the survey conducted, it was found that alumni prefer to receive their information in numerous ways: social media (59%), newsletters (53%), and university events (29%) (see appendix C for survey results).
- ❖ In the survey conducted, it was found that the vast majority of alumni reside in the Cleveland area (89%), making it easy for them to connect with the Alumni Association and events (see appendix D for survey results).
- ❖ With the higher involvement in individual academic college alumni groups, there is the opportunity to reach a more a connected and engaged alumni base through targeted events and programming.

Threats

- ❖ Alumni and students (people in general) tend to disregard information that is mailed or sent to them electronically.
- ❖ In the survey conducted, it was found that only 6% are willing to make a donation to the Alumni Association. This makes it hard to promote events that are meant for donations and may make it hard to increase event participation as the target may believe the event is for donation purposes only (see appendix B for survey results).

Positioning Map



Second Act

Audience

The target audience for The Alumni Association's Second Act Program is Cleveland State University Alumni over the age of 45 who currently live in Northeast Ohio. This audience is a part of an alumni group on LinkedIn, whether it be the University Alumni group or a specific academic college LinkedIn group. This target market is looking for a way to become more involved with their alma mater and has become interested in how to begin a second career, plan for retirement, and provide for their families financially. This target market works and lives in the Cleveland area and is highly motivated by the possibility of helping those who are trying to find work in Cleveland as well. They are also interested in becoming mentors for current CSU students.

In addition to providing for those 45 and older, Second Act can also be beneficial for CSU Alumni between the ages of 25 to 35 living in Northeast Ohio. These alumni are interested in becoming members of the Alumni Association and are members of the CSU alumni LinkedIn groups. This audience is highly engaged in social media and are most likely to attend something if they know someone who is also going to be in attendance. For this reason, public events on Facebook will be a great way to target this segment. This target is interested in a possible career change, creating their own business, or going back to Cleveland State University to pursue a graduate degree or doctorate.

Primary Target Audience

- ❖ CSU Alumni
- ❖ Ages 45+
- ❖ Living in Northeast Ohio
- ❖ Member of CSU alumni LinkedIn groups

Secondary Target Audience

- ❖ CSU Alumni
- ❖ Ages 25-35
- ❖ Living in Northeast Ohio
- ❖ Looking for a career change or the possibility of beginning their own business

Objectives

The Cleveland State University Alumni Association plans to utilize a four part event series called “Second Act” throughout the course of the year to bring alumni back to campus. These events hope to fulfill the following objectives. First, Second Act will connect the primary target audience of CSU alumni aged 45 and up back to the Cleveland State University Campus. Our second objective is to influence this target market to participate long-term in the Alumni Association’s volunteer programs and to hopefully acquire donations from new members. The last objective for the Second Act Program is to give the alumni educational and informational materials about the Alumni Association and share with them the benefits of becoming a member of the Alumni Association.

Objective 1

Connecting primary target audience back to the Cleveland State University.

Objective 2

Getting target audiences to participate long-term in Alumni Association’s volunteer programs.

Objective 3

Giving target audiences educational pieces about the Alumni Association and the benefits of being a member.

Strategies

Objective 1 Strategies

- ❖ Attract target audience back to campus for Second Act events
- ❖ Collect contact information from target audience

Objective 2 Strategies

- ❖ Sign up for the Alumni Association program
- ❖ Cleveland State is a family community with generational involvement

Objective 3 Strategies

- ❖ Send out E-Blasts newsletters about the benefits of being an Alumni Association member.
- ❖ Hand out information about the Alumni Association and membership benefits at Second Act and other alumni events.

Tactics

Tactics for Objective 1: Strategy 1

- ❖ Second Act Event 1: **Second Career Opportunities**. On August 18, 2018 from 11:00 a.m. to 1:00 p.m. at Mather Mansion, attendees will hear keynote speaker Mike Benz, former president and CEO of United Way of Greater Cleveland, talk about starting a new career path. For attending, each person will receive a travel mug with CSU Alumni Association's logo on it.
- ❖ Second Act Event 2: **Aging and Dementia**. On September 15, 2018 from 12:00 p.m. to 2:00 p.m. at Mather Mansion, attendees will hear keynote speaker Cathy Judge, professor and director of the Adult Development and Aging doctoral program at CSU, talk about the realities of aging. The giveaway for attending will be brain stress balls
- ❖ Second Act Event 3: **Small Business Development Center**. On April 13, 2019 from 11:00 a.m. to 1:00 p.m. at Mather Mansion, attendees will learn about how to start a small business. Learnings can be applied to businesses ranging from sales consulting to storefront restaurants or shops. For attending this event, people will receive a flash drive with business tools included and the Second Act logo inscribed on it
- ❖ Second Act Event 4: **Estate Planning**. On May 4, 2019 from 12:00 p.m. to 2:00 p.m. at Mather Mansion, attendees will learn about estate planning and planning for their future. 60% of Americans will not have an Estate Plan for their families. This event will allow our target a better understanding of estate planning and prepare themselves and their families for the future. For this final event, individuals will receive pens and pads of paper with CSU Alumni Association's logo on them.

Tactics for Objective 1: Strategy 2

- ❖ Ask for contact information upon Second Act event registration
- ❖ Ask for contact information at Second Act events event sign-up via a table and iPad stations.
- ❖ Provide business cards to each alumni who attends all four events at a fifth invite only networking dinner.

Tactics for Objective 2: Strategy 1

- ❖ Highlight member benefits
- ❖ Network / social events with current students and professionals
- ❖ Giving back to the community at CSU - feel good tactic

Tactics for Objective 2: Strategy 2

- ❖ (Partnered) alumni and current student benefits
- ❖ Sending out promotional collateral to current CSU students with CSU alumni family members to highlight Second Act events - the knowledge of this can be taken from CSU college application details of admitted students.
- ❖ Create a program that allows alumni to mentor/adopt a student who studying to go into their field of work.

Tactics for Objective 3: Strategy 1

- ❖ An E-Blast pertaining to Alumni Association members being able to access the Michael Schwartz Library, Career Services and CSU themed Ohio License plates
- ❖ An E-Blast describing all the discounts Alumni Association members receive on Dell products, CSU Bookstore, Recreation Center, Courses, Conference Services, Cedar Point, Playhouse Square, Car Rentals, etc.
- ❖ An E-Blast that highlights the financial and consumer programs that are available to any member in the Alumni Association: Group discounts on life insurance, group discounts on homeowners and auto insurance, access to Cash Course, Ohio Education Credit Union and JustRentToOwn.com.

Tactics for Objective 3: Strategy 2

- ❖ Handout on Alumni Association members being able to access the Michael Schwartz Library, Career Services and CSU themed Ohio License plates
- ❖ Handout describing describing all the discounts Alumni Association members receive on Dell products, CSU Bookstore, Recreation Center, Courses, Conference Services, Cedar Point, Playhouse Square, Car Rentals, etc.
- ❖ Handout that highlights the financial and consumer programs that are available to any member in the Alumni Association: Group discounts on life insurance, group discounts on homeowners and auto insurance, access to Cash Course, Ohio Education Credit Union and JustRentToOwn.com.

Event Descriptions

These are detailed descriptions of the first event and the two additional events that have been created as alternates and/or supplemental ideas.

Second Career Opportunities (Event 1)

The first event in the Second Act series will be the Second Career Opportunities seminar held on August 18, 2018 from 11:00 a.m. to 1:00 p.m. at Mather Mansion. At this event, attendees will hear keynote speaker Mike Benz, former president and CEO of United Way of Greater Cleveland, discussing his changes in his career and lifestyle, and the process for anyone to do the same. For attending, each person will receive a travel mug with CSU Alumni Association's logo on it. Refreshments and socializing will be provided following the lecture.

Playhouse Square Event:

The Alumni Association will be hosting a combination of a networking and cocktail party with social promotions as well. This event will be a collaboration with Playhouse Square to promote the Alumni Association in general as well as the Second Act Series. This event will take place before one of the performances in the KeyBank Broadway Series. There will be a cocktail party for Cleveland State University Alumni in the KeyBank State Theater lobby where they will receive discount tickets for the performance as well as free hors d'oeuvres, speciality cocktails, and informative materials about Second Act. The speciality cocktail will come with a Second Act cocktail napkin with the Alumni Association logo as well.

The purpose of this event is to promote the Second Act Series and to engage the alumni in the Northeast Ohio region. There will also be a “step and repeat” backdrop, much like those at awards shows, with the Second Act logo, the Playhouse Square logo, and the Cleveland State University Alumni Association logo for attendees to post on their personal and possibly business social media accounts. These photos will also be shared on Playhouse Square social media as well as the Alumni Association Facebook page.

Networking Event

This event was created to be a fifth networking opportunity tailored for the participants to have connections in the field that they are interested in learning about. Participants who attend all of the previous four events will receive 50 free business cards to hand out during the networking event. This is an incentive to draw in attendees and provide an incentive to attend all events in this program. In the duration of this event, there will be a cocktail hour with hors d'oeuvres and drinks to create a social atmosphere.



Planning Calendar

[illegible]

Marketing Distribution

Poster

The poster gives the target audience a visual of what to expect at all four events. The dates and times are listed for each event. Mandatories for the poster include the Second Act logo, Alumni Association's website and phone number. This poster should be placed in cafes throughout the Cleveland area, the Alumni Association's offices and department areas, Playhouse Square, libraries, etc.

Newspaper Advertisement

This advertisement gives the times, dates, and location for all the Second Act events. This will be placed in the Crain's Cleveland Business and The Plain Dealer and should be placed in two issues before each event. Mandatories include the Second Act Logo, Cleveland State Logo, Alumni Association's website and phone number.

Social Media Post

The social media post highlights the first event for Second Act with Mike Benz. It goes into the description of his background and experience. The social media ad mandatories are the Second Act's logo, Alumni Association's email and phone number. This will be posted on both Facebook and LinkedIn.

Hot Card

There are four variations, one for each Second Act event. These will include the time, date, and location for each given event. These will be distributed at Playhouse Square, coffee shops, restaurants in the Cleveland area, and libraries. The backing of the hotcards include the CSU Logo and the Alumni Association's branding. The mandatories for the hotcards include the Second Act logo, the dates and locations for each event, the CSU Alumni Association website, and the CSU Alumni Association phone number.

Budget

Costs Associated with Main Events

Each event will include promotional materials inscribed with the Second Act logo and the Cleveland State University Alumni Association logo. The first event includes a travel mug. The second event will have brain stress balls. The third event will have a flash drive with business tools included and the Second Act logo inscribed on it. The fourth event will be providing guests with pens and pads of paper.

There will also be costs associated with:

- ❖ Social Media Advertising
- ❖ Printed Promotional Materials
- ❖ Crain's Cleveland Business Advertisements
- ❖ Cleveland Plain Dealer Advertisements

Food

Catering provided by CSU Dining Services

Pricing dependent on the type and quantity desired by the association

Travel mug:

1 Cleveland State University 16 Oz. Tumbler cost= \$11.95

Expected attendance= 30-35

Mugs purchased= 35

Total Cost for mugs= \$418.25

Brain stress balls:

1 stress ball with logo cost= \$2.10

Expected attendance= 30-35

Stress Balls purchased= 40

Total Cost for stress balls= \$84

Flash drives:

1 flash drive cost= \$4.80

Expected attendance= 30-35

Flash drives purchased= 40

Total Cost for flash drives= \$191.96

Pens and pads of paper:

1 CSU Alumni Association branded pad of paper and pen set cost= \$3.57

Expected attendance= 30-35

Sets purchased= 50

Total Cost for sets = \$178.50



Costs Associated with Playhouse Square Event

The costs below will be supplemented from the price of a ticket for the event. The price per attendee is \$65 for the performance, champagne and complimentary glass, and hors d'oeuvres. The expected attendance for this event is roughly 150 alumni and their spouses and/or one guest. The total amount of money raised by this event will be \$9,750 if 150 guests attend. Total cost for the entire event is \$2,732.20 with the expected costs listed below.

Champagne

1 bottle of Champagne cost= \$9.87 (1 bottle= 5 servings)

Expected attendance for event= 150

Bottles Purchased= 60 bottles (Two glasses per guest)

Total Cost for Champagne= \$592.20

Champagne Flutes

Engraved with the Second Act Logo

150 champagne flutes

\$5.52 per flute

Total Cost for flutes= \$897.00

Bin 216 Catering

Playhouse Square's catering services own Bin 216 and can provide passed appetizers for the attendees. The prices will be slightly less expensive than their traditional prices on the Bin 216 menu due to the large amount that will be purchased. There will be an allocation of \$1,000 for food for this event.

Cocktail Napkins

Napkins from 4Imprint

500 Napkins with the Second Act Logo

Price per napkin: \$0.29

Total Cost: \$145.00

Step and Repeat Backdrop

Cost for a 8x8 backdrop is around \$98 for a banner plus an added charge for a banner stand.

Costs Associated with Networking Event

For this additional event, there will be an estimated 25-30 alumni attendees plus 10-15 professionals that are there to network with the alumni attendees.

Cocktail Napkins

Napkins from 4Imprint

500 Napkins with the Second Act Logo

Price per napkin: \$0.29

Total Cost: \$145.00



Food

Catering provided by CSU Dining Services

Business Cards

Business cards can be acquired from CSU's duplicating services

Balloons

Latex Balloons from Party City

72 count green balloons

72 count white balloons

Price per balloon: \$0.13

Total cost: \$18.00

Tents and Tables

These will be provided by CSU's Conference Services

Measurement

To measure the success of this IMC plan if implemented, each of the three objectives should be measured in the following ways:

- ❖ **Objective 1:** Track how many people are attending Second Act events with the goal of having 35-40 attendees at each event.
 - At the beginning of each event, it is vital to get each guest to sign in before entering.
 - The sign-in sheet should contain sections for first and last name, email address, mailing address and phone number.
 - Will be able to measure the amount of guests who attended each event, see which event was most popular and gather contact information for e-blasts and mailers.
- ❖ **Objective 2:** Track how many people sign-up for Alumni Association volunteer programs.
 - Sign-up sheets should be available for guests, as it will avoid any wifi-connections problems, difficulty reading a screen and confusion that would come with electronic sign-ups.
 - The sign-up sheet should contain sections for first and last name, email address, mailing address and phone number. Along with this, there should be a section for major/field of interest, so the association can match alumni to volunteer programs that are of interest to them.
 - During the events, there should be physical sign-up sheets, but there should still be a webpage dedicated to this, as well.
- ❖ **Objective 3:** Track how many people sign-up to be Alumni Association members.
 - Sign-up sheets should be available for guests, as it will avoid any wifi-connections problems, difficulty reading a screen and confusion that would come with electronic sign-ups.
 - The sign-up sheet should contain sections for first and last name, email address, mailing address and phone number.
 - During the events, there should be physical sign-up sheets, but there should still be a webpage dedicated to this, as well.

Appendix

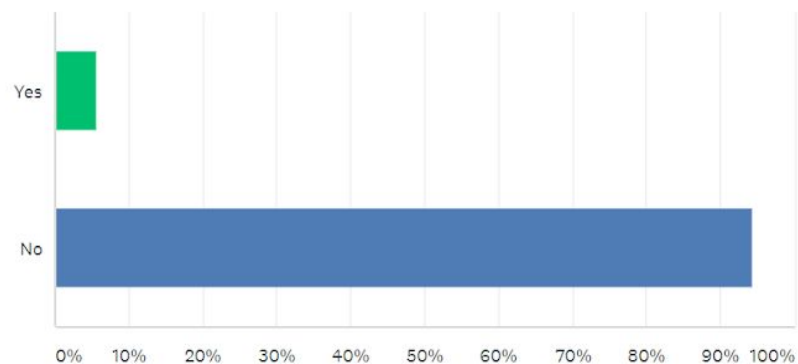
This section includes survey data, external sources, the actual Alumni Association, CSU's branding guide citation, etc.

Key Survey Responses

A)

Are you aware of the benefits that the Alumni Association at CSU provides?

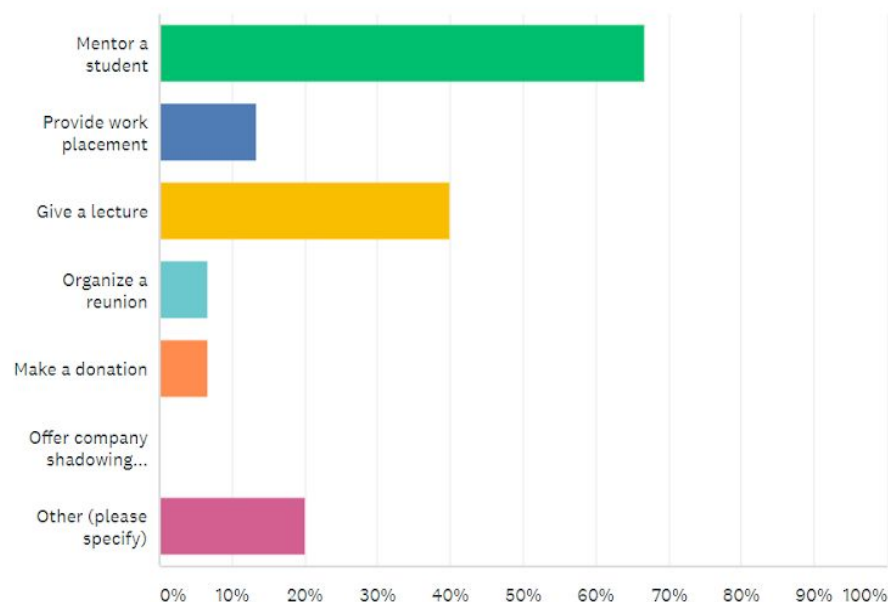
Answered: 18 Skipped: 0



B)

We appreciate alumni support. Would you be willing to participate in any of the following ways? Select all that may apply.

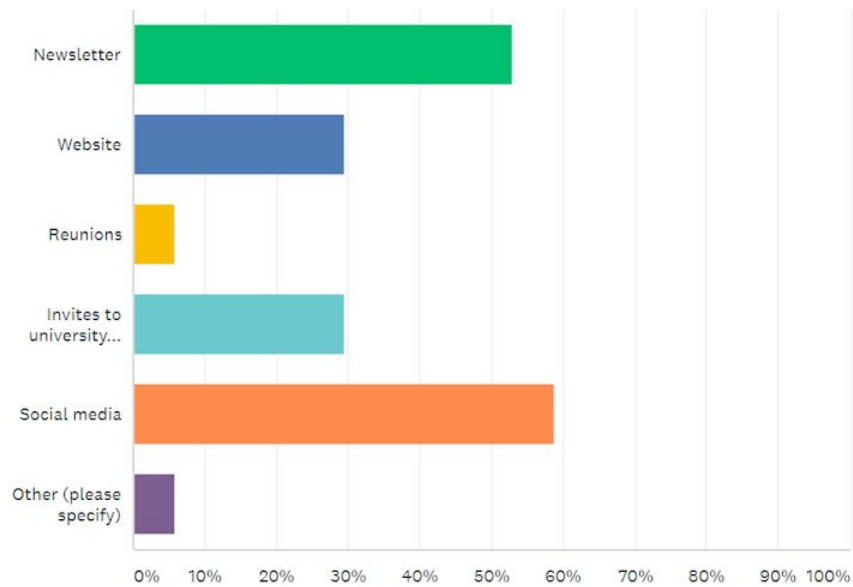
Answered: 15 Skipped: 3



C)

How do you prefer to receive information about alumni events? Select all that may apply.

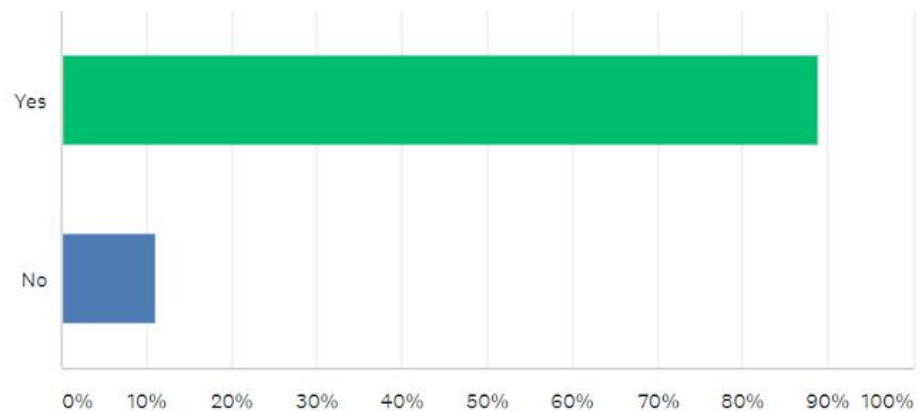
Answered: 17 Skipped: 1



D)

Do you live in the Cleveland area?

Answered: 18 Skipped: 0



Additional Information

Tools Used

- ❖ Canva
- ❖ Piktochart
- ❖ SurveyMonkey
- ❖ Adobe Suite (Indesign, Photoshop)
- ❖ Google Suite

Attendance Estimates

- ❖ Second Act Events 1-4: Estimated attendance of 30-35.
 - Goal set by campaign based off information gathered from the Alumni Association.
- ❖ Second Act Networking Event (Event 5): Estimated attendance of 25-30 alumni attendees plus 10-15 professional attendees.
 - Goal set by campaign to be complementary to the goal of attendance of the previous four events.
- ❖ Playhouse Square Event: Estimated attendance of 150 people.
 - Goal set by campaign based off the knowledge of previous Playhouse Square events with the expectation of 75 alumni plus one guest each.

External Links

Data Links

- ❖ <http://www.csuohio.edu/about-csu/glance>
 - Supplies basic information on Cleveland State University; current President, founding year, alumni location, etc.
 - Gave strategic team a better understanding of CSU's brand, as a whole.
- ❖ <http://csuaa2016.com/>
 - The alumni 2015-2016 annual report; includes data for amount of guests(18,461), events (145) and website visits (27,640) for that school year.
 - Assisted in strategic team development of goals and objectives to surpass the previous years numbers.
- ❖ <http://csuaa2016.com/philanthropy/>
 - Displays the Alumni Association 2015-2016 school year's donation amount received (1.1 million) and the amount of donors (4,498).
- ❖ <http://www.csuohio.edu/marketing/brand-style-guide>
 - Link to the correct branding materials for Cleveland State University; color palettes, fonts, etc. to help develop Second Act's style guide.
- ❖ <https://www.linkedin.com/school/cleveland-state-university/alumni/>
 - LinkedIn supplies data for Cleveland State University's career insights. This includes information on where alumni live, work and field.
 - Assisted in strategic team development of persona for primary and secondary target audience.
- ❖ <http://www.csualumni.com/get-engaged/membership/member-benefits/>
 - Information about the benefits of being an Alumni Association member.
 - Information was used to highlight benefits of being a member for the planning calendar.

Event Pricing Links

- ❖ <https://www.winechateau.com/collections/champagne-sparkling/products/jaume-serra-cristalino-cava-brut?variant=41253894412>
 - Pricing for the champagne bottles (Jaume Serra Cristalino Cava Brut).
- ❖ <https://www.4imprint.com/product/105456-LQ/Beverage-Napkin-1-ply-White-Low-Qty>
 - Pricing for beverage napkins with logo.
- ❖ https://www.stickersbanners.net/custom-step-and-repeat-banner.html?gclid=EAlaIQobChMlpdTdr9HY2gIV142zCh3F_ggEEAQYASABEgKeZPD_BwE
 - Pricing for "Step and Repeat" banner.
- ❖ <https://www.discountmugs.com/product/4640al-6.25-oz.-premiere-monogrammed-champagne-flutes/>
 - Pricing for champagne flutes.