AGENDA

- ETSU.edu
- Bambu Advocacy Platform
STRATEGIC ALIGNMENT

Responsibility for the design and content for the University’s website has moved from ITS to UMC.

• Effective April 1

• New UMC Team Members
  • Romario Briscoe: Digital Marketing Specialist
  • Kevin Call: Front-End Web Developer
  • Stephen Fields: Back-End Web Developer
  • Sherry Martinez: Web Coordinator

• The former Web Steering Committee will transition to an advisory committee of the University Marketing and Communications Network
Align digital strategies with the University’s overall marketing and communications strategic plan.

More fully leverage the website as the powerful marketing tool it is — *convince and convert*
#1 RECRUITING TOOL

The sources high school students rank as most influential in their college search

1–5 scale, 5=most influential, sorted by 2021 seniors

<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>OVERALL</th>
<th>SENIORS</th>
<th>JUNIORS</th>
<th>SOPHOMORES</th>
</tr>
</thead>
<tbody>
<tr>
<td>The college’s website</td>
<td>3.99</td>
<td>3.91</td>
<td>3.91</td>
<td>4.08</td>
</tr>
<tr>
<td>Results from a financial aid or scholarship calculator</td>
<td>3.84</td>
<td>3.85</td>
<td>3.77</td>
<td>3.90</td>
</tr>
<tr>
<td>Statistics on salaries of recent college graduates</td>
<td>3.69</td>
<td>3.79</td>
<td>3.74</td>
<td>3.65</td>
</tr>
<tr>
<td>Videos of campus, classrooms, students, residence halls</td>
<td>3.75</td>
<td>3.73</td>
<td>3.70</td>
<td>3.86</td>
</tr>
<tr>
<td>Email from a particular school</td>
<td>3.75</td>
<td>3.70</td>
<td>3.79</td>
<td>3.90</td>
</tr>
<tr>
<td>Phone calls from admissions counselors</td>
<td>3.64</td>
<td>3.58</td>
<td>3.80</td>
<td>3.73</td>
</tr>
<tr>
<td>Texts or live messages from admissions counselors</td>
<td>3.62</td>
<td>3.54</td>
<td>3.59</td>
<td>3.66</td>
</tr>
<tr>
<td>Virtual reality videos</td>
<td>3.50</td>
<td>3.53</td>
<td>3.41</td>
<td>3.43</td>
</tr>
<tr>
<td>Social media posts</td>
<td>3.36</td>
<td>3.51</td>
<td>3.46</td>
<td>3.28</td>
</tr>
<tr>
<td>Virtual tours</td>
<td>3.51</td>
<td>3.51</td>
<td>3.59</td>
<td>3.78</td>
</tr>
</tbody>
</table>

Source: RNL High School E-Expectations Report
According to EAB, 87 percent of students indicated that a well-designed website improves their opinion of a college. 77 percent said a poor website experience negatively impacts their opinions.
STRATEGIES

Support the University’s Strategic Growth Agenda

• Omni-Channel Brand Development
• Dynamic Storytelling
• Improved User Experience
• Accessibility and Inclusion
• Data-Driven Decision Making
• Meaningful Collaboration
AUDIENCES

Primary

• Potential students
  • FTF
  • Transfer
  • Adult & Pandemic Affected
  • International
  • Graduate
• Current students

Secondary

• Alumni
• Supporters and Partners
• Community Leaders & Influencers
• Policymakers
• Faculty and Staff
• Potential Faculty/Staff Recruits
• Researchers, Members of the Academy
• Community Members
• **April to July 2022:** Update style for a cleaner look and to optimize for various viewing devices/preferences

• **May to July 2022:** Update the homepage and combine internal and external designs

• **May to July 2022:**
  - Conduct audience research to inform future updates and development of site content
  - Conduct initial audit of site content
  - Develop and launch comprehensive digital strategy to drive traffic to the site and capture inquiries including pilot of dynamic content

• **July 2022:** Launch new design components

• **July to December 2022:** Overhaul key entry points for recruitment and external engagement
  - College pages
  - Select academic program pages
  - ETSU News
  - Select Student Life content including housing and resident life

• **January to June 2023:** Update remaining academic program pages

• **June 2023:** Optimize homepage based on analytics and research

• **July to December 2023:** Conduct extensive content audit

• **January to June 2024:** Update remaining pages and content
WHAT TO EXPECT

We’ll...

• Work with Deans and VPs to determine priority for overhaul
• Identify and work with an advisory committee
• Communicate major site updates in advance
• Reach out to you when it’s “your turn.”
• Provide training on developing effective content for the web
• Help you update your content
• Provide guidance on how to keep it up to date
• Always continue optimizing and updating the site
STYLE UPDATE

- Based on design of Admissions website
- Optimized for
  - Mobile
  - Dark-Mode
  - Usability and Accessibility
  - Conversion
- First Rollout: April/May
- Second Rollout: June/July
Office of the Provost

It was in Gilbreath Hall on the ETSU campus where the faculty of East Tennessee State Normal School first taught more than a century ago. Those 18 faculty members were among the most impressive institutions in the world, and the campus with the shared belief that through education changed and our communities could be made better.

Fast-forward over 100 years later, and that same belief continues. Today, hundreds of faculty call this institution home. They believe in the power of higher education, and college degree, any dream is possible. Our faculty is dedicated to our students. They are leaders, mentors, scholars, and public servants. They are award-winning teachers, researchers in their fields of study. They meet the challenge of their students.

They generate new ideas and develop solutions for the challenges of our time. And, they are all committed to the success of their students.

Welcome to East Tennessee State University.
Named in commemoration of the year when ETSU was founded, the 1911 Society recognizes the university’s most notable graduates from undergraduate, graduate and professional programs. The selection committee evaluates applicants on academic achievement; sustained service; honors, awards, recognitions, publications and presentations; demonstrated leadership; work experience, such as study abroad, internships, externships and clinicals; and personal narratives.

ETSU President Brian Noland said, “For more than a century, ETSU has carried forth a mission to improve the quality of life for the people of this region. The 1911 Society recognizes an elite group of graduates who have embodied that very mission. We are delighted to honor these distinct members of the Class of 2021 throughout Commencement exercises this week.”

The 1911 Society was established in 2020. Honorees receive special recognition and tartan stoles to wear during Commencement. Their contributions and accomplishments will be showcased on the 1911 Society wall located on the third floor of the D.P. Cup Student Center.

“The 11 students being inducted into the 1911 Society have achieved great accolades in the classroom, in research laboratories and in service to this campus and our communities,” said Dr. Wilsie Bishop, Senior Vice President for Academics and Interim Provost. “Each has transformed ETSU in some way during their time at ETSU, and their selection is our way of celebrating the legacies they have established.”

**CLASS OF 2021 INDUCTEES:**

- Hебах Al-Khatteeb
It was in Glibert Hall on the ETSU campus where the inaugural faculty of East Tennessee State Normal School first taught more than a century ago. Those 16 faculty members trained at some of the most impressive institutions in the world, and they came to this campus with the shared belief that through education, lives can be changed and our communities could be made better.

Fast-forward over a 100 years later, and that same tradition continues. Today, hundreds of faculty call this institution home. Our faculty believe in the power of higher education, and that with a college degree, any dream is possible. Our faculty are champions for our students. They are leaders, mentors, scholars, innovators, and public servants. They are.

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Questions?
BAMBU: ADVOCACY PLATFORM

Goals

• Amplify our voice
• Tell our story
• Connect with the community
Alumni, Athletics

It's official: Former Buc Seamus Power headed to Masters

As the World Golf Rankings came out Monday morning, it became official: Seamus Power will play in this year's Masters.

Read more  Share This
Message Ideas
Select an option below as inspiration to craft your message to your network.

1. Don’t miss these engaging @ETSU student exhibitions at the Reece Museum!

Student exhibitions on display at Reece Museum
Student exhibitions are on display at the ETSU Reece Museum.

O.J. EARLY
JOIN BAMBU!

• Share as often or as little as you’d like
• Get weekly digests
• Choose to get real-time alerts for specific topics
JOIN BAMBU!

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