

PR &
MARKETING

STRATEGIC PLAN



AP Austin Peay
State University
CLARKSVILLE  TENNESSEE

MISSION

MISSION:

To define, promote and protect the Austin Peay brand.

VISION

VISION:

We want the world to know the importance of higher education and the value of coming to Austin Peay State University.

VALUES

VALUES:

We are a highly creative community of marketers, writers, designers, printmakers, illustrators, visual artists, web, digital, news, business and communication professionals who value the importance of strong branding and telling the Austin Peay story.





AUSTIN PEAY

TEAMWORK

TEAMWORK

By using our collective creative talents to tell our story and connect with the greater community.

COLLABORATION

COLLABORATION

By working with the various colleges and departments across campus to identify narratives that promote our brand and enrich our local, regional and global communities.

CREATIVITY

CREATIVITY

By having a diverse set of skills within the department, making us a valued and effective team that creates campaigns that resonate with our intended audiences.

INTEGRITY

INTEGRITY

By maintaining an honest, transparent and trusting environment.

GROWTH

GROWTH

By growing our university's reputation through storytelling and promotional efforts and fostering personal growth through learning, collaboration and experimentation.





OUR
ROLE



Our role in The Austin Peay State University Strategic Plan

Public Relations and Marketing encompasses four major components that support the pillars of the university's strategic plan. This is accomplished through highly creative and strategic efforts of communications, marketing, project management, visual design and printing. Our efforts include organic and paid promotional strategies that impact the development, successes and outcomes of the university's strategic plan through the following goals and objectives.

MARKETING

The goal of the marketing team is to create and implement content strategies that drive enrollment, tell the Austin Peay story and maintain brand integrity. Through highly creative design, an innovative website, engaging social media and unique photography and video, our goal is to appeal to audiences to connect with Austin Peay.

OBJECTIVES

1. Maintain a highly functional website that points users to information and encourages application.
2. Create visually inviting recruitment materials, billboards, digital marketing and print materials that drive users to the website or application portals.
3. Create high-quality content, photography and video to reflect the many types of students, programs and opportunities available to many different audiences.
4. Maintain engaging and informative social media accounts that tell the Austin Peay story, invite engagement and participation and amplify the university's brand identity.



MARKETING

NEWS, COMMUNICATION & PR

The office's news, communication and public relations efforts will strategically tell the Austin Peay story by sharing academic and community experiences, highlighting university accomplishments and enhancing and protecting the Austin Peay brand.

OBJECTIVES

1. Develop and execute an integrated content strategy highlighting scholarly excellence, innovation and university life at Austin Peay.
2. Implement communication strategies that convey diversity, equity and inclusion.
3. Prepare for and be highly responsive in university crisis communication situations.
4. Craft targeted campaigns highlighting the quality, impact and relevance of academic programs, aligned with community needs.
5. Develop robust story-driven content that can be repurposed in multiple outlets for news, marketing, social media and other mediums to promote the Austin Peay brand.
6. Serve as a resource for media seeking news, information and expert commentary, ensuring accuracy and integrity.



NEWS

GOVS PRINT

Govs Print aims to support and enhance the university's communication and publication requirements through cost-effective and efficient printing, duplicating, design and finishing services. The Govs Print staff will provide valuable resources and services to ensure all production-oriented needs of students, staff, faculty and the community are met.

OBJECTIVES

1. Support students by providing a printing resource with enhanced customer services to improve the student experience and offer meaningful work-study and internship opportunities.
2. Foster a collaborative environment for faculty and staff to work together to bring their ideas to fruition through intentional design and print services.
3. Maintain and develop key relationships within the community through exceptional customer service and cost-effective printing, enhancing the customer experience while enriching the university's presence in the region.



Primary Colors			Secondary Colors			
[Red swatch]	[Black swatch]	[Grey swatch]	[Dark Blue swatch]	[Yellow swatch]	[Light Blue swatch]	[Teal swatch]
Red	Black	Grey	Dark Blue	Yellow	Light Blue	Teal
HEX	CMYK	RGB	HEX	CMYK	RGB	HEX
#FF0000	100, 0, 0, 0	255, 0, 0	#000000	0, 0, 0, 100	0, 0, 0, 0	#000000
#808080	0, 0, 0, 0	128, 128, 128	#000080	0, 0, 100, 0	0, 100, 100, 0	#008080
#FFFFFF	0, 0, 0, 0	255, 255, 255	#0000FF	0, 0, 100, 0	0, 100, 100, 0	#008080

PRINTING WITHIN CAMPUS	\$0.30 PER PAGE
PRINTING WITHIN CLARKSVILLE	\$0.50 PER PAGE
PRINTING OUTSIDE OF CLARKSVILLE	\$1.00 PER PAGE
RECYCLING FEE	\$0.10 PER PAGE

GOVS PRINT

GRAPHIC DESIGN

Our team of graphic designers will cultivate compelling and effective work that upholds the university's communication and brand standards. Through collaborative and cohesive efforts, they will utilize illustration, photography, graphic design and videography to produce high-quality work in a fast-paced environment.

OBJECTIVES

1. Create and maintain informative recruitment materials for prospective students and their families to drive undergraduate and graduate enrollment.
2. Create materials for the specific needs of the university's individual colleges and departments to support their academic and engagement goals.
3. Develop designs to support the university through internal and external communication, tell Austin Peay's stories and facilitate projects for the Division of Alumni, Engagement and Philanthropy.



DESIGN

