Second Meeting of WEB Strategy Marketing and Communications Working Group, October 3, 2001

Identified key parts of website where the marketing and communications message should be the strongest:
  Administrative pages, including:
    The Hub, business services, student affairs, admissions, alumni relations, development
  Academic, including:
    Colleges, executive education for corporations and government, departments, centers, and course pages
  People, including:
    Faculty official pages
To a lesser degree: student and faculty personal pages and student organizations

Priority Audience for the message:
  External:
    Alumni
    Donors
    Prospective Students
    Corporate Partners
    Government
    Media
    Researchers/other academics
    Friends/Community
  Internal:
    Current Students
    Faculty/staff
Our recommendations:

1. The university must first create a marketing plan:
   a. Overall marketing plan would define the message the university’s message
   b. Afterwards, evaluate ways to strengthen the message on the website
   c. Integrate campus marketing initiatives into overall university plan
   d. Brand identity should be a part of marketing plan
      i. Word mark
      ii. What makes Carnegie Mellon special

2. Get the marketing message out on website
   a. Communicate marketing and brand strategies to campus community
      i. To people in charge of websites
      ii. To marketing folks throughout campus
   b. Make incentives for adhering or implementing marketing plan
      i. Make it easy for people to use word mark by making available many different sizes and colors
      ii. Show how complying is beneficial to both parties

3. Website as a marketing tool:
   a. Conduct the following surveys and studies on an on-going basis:
      i. Benchmark against competitor’s sites
         1. Tier 1 schools
         2. Other Web sites that draw multiple audiences (Aaron might have this information)
         3. Look at the number of hits CMU gets verses competition
         Procedure recommendation: Ask a class to take this on as a project
         ii. Establish relationship with other universities and their webmasters; Share information like hits
         iii. Gather existing reports on university web sites
            1. Media Metric rankings by number of hits
            2. CASE report
   b. Survey external audience’s perception of university website
      Procedure: HCII class could conduct studies
      i. Is it meeting users needs
      ii. Conduct user studies
   c. Web site as a marketing and communication tool
      i. Provide a service, such as products (video, photos, stories) available for media
      ii. What else??