**NDSU Extension Service Marketing Action Plan**

This marketing plan will bring all of us in the NDSU Extension Service universe together as one and provide a roadmap to communicating the value of our services to the public.

<table>
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<tr>
<th>Background Information</th>
<th>Outputs: Target Audiences and Desire Outcomes</th>
<th>Oversight (Leadership?)</th>
<th>Measureable Goals</th>
<th>Timeline</th>
<th>Measure Met</th>
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<td>In North Dakota, 83 percent of the people are aware of the NDSU Extension Service, according to an Extension brand value research study prepared by the National Association of State Universities and Land Grant Colleges. These are very good numbers. The following are marketing proposals to maintain or increase the 83 percent. Some of the proposals have been implemented but should be continued.</td>
<td><strong>NDSU Extension Service Slogan</strong> – Incorporate the trust factor into our slogan much like the university uses “NDSU – Impact.” This means you can trust Extension, on a national and state level, to bring the best university-based research and turn it into hands-on programs and practical information to solve today’s problems and develop skills to build a better future. NDSU Extension Service – Trusted Alternative: NDSU Extension Service – Trusted Resource Sub-theme: Research-based Information</td>
<td>Form a focus group to discuss slogan and entire marketing plan proposal.</td>
<td>Slogan accepted by Extension Leadership Team and announced to staff</td>
<td>Dec. 2011</td>
<td>Met</td>
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**HIGH PRIORITIES**

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<th>Extension employee marketing toolbox – Develop an online toolbox to provide staff with materials to carry out this marketing plan. Offer in-person and distance training on tools to staff. This will ensure that the creative execution of the brand is consistent across the state and beyond.</th>
<th>Ag Comm. Dept./Rich Mattern</th>
<th>Develop these tools:</th>
<th>Ongoing</th>
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<td>• How to answer the phone</td>
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<td>• how to do news interviews</td>
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<td>• using social media</td>
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<td>• draft public service announcements</td>
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<td>• how to use giveaways</td>
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<td>• use of billboards, radio and television</td>
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<td>• dressing for success/professionalism</td>
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<td>• 30-second elevator speeches bul</td>
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Director reports to target audiences. Develop a one- to two-page quarterly electronic report of accomplishments and future plans.

Extension director/Leadership team

Place on Ext. home page when necessary/appropriate

Ongoing

Ongoing

32 percent of the respondents in the Extension brand value research survey said they receive their information from brochures, pamphlets or fliers.

Brochures and pocket folders – It is important that the Extension name is emphasized on all materials. This may be in conjunction with the national brand implementation that calls for a set of standard national templates. Agents and specialists will pass out the NDSU Extension Service brochure at all events and at county offices. Explore the interest in localized brochures that feature photos of local people or events. Encourage staff to use Extension or 4-H pocket folders.

District Directors

Review brochures annually and update if necessary. Develop Extension pocket folders

ASAP

The NDSU Extension Service website has a huge amount of material. However, promotion of the website has been almost nonexistent.

Website promotion – Purchase radio, TV and newspaper and billboards to promote the “trusted” theme and the website. Include the Extension URL in all news releases as well as the site for more information (if applicable) about the news release topic. Place the URL prominently on all educational and promotional materials.

Rich Mattern

Rich Mattern/Ellen Crawford

March 2011

YouTube – Expand video on the NDSU Extension channel by having more staff shooting stories. Include local people in the video if possible for a hometown feel and to show that local residents trust our information.

Bruce Sundeen/Scott Swanson

All video going on the YouTube Extension channel will be reviewed by Bruce and Scott to check for or add the logo, URL, contact information and professionalism.

Ongoing

Ongoing

As broadband increases, video websites, such as YouTube, have become more popular. The video department has developed, along with specialists, videos that have been uploaded to YouTube on the NDSU Extension channel.

Local media work – All agents offer columns, shows and information to local newspapers and radio and TV stations. Specialists develop more material to county agents. This brings in the “trust” factor that North Dakotans have about the NDSU Extension Service. This again factors in the “personal” touch that agents and specialists know their markets and are problem-solvers at the local level.

Agents and District Directors

75% of county agents have regular newspaper columns and/or radio/TV programs

Ongoing

Ongoing

The way an office looks says a lot about us

Office professionalism – The effort to modernize the look of county Extension offices continues. This is part of Extension’s image and identity.

Duane Hauck

Ongoing

Ongoing

MIDDLE PRIORITIES

Members of the media often do not

Media info on website – Set aside a spot on the NDSU Extension Service website

Rich Mattern/Ellen Crawford

March 2011
have the time to do extensive searching for the information they need or want for one-stop shopping for the media. Include downloadable graphics, photo galleries, calendars of events, specialist contact information. This will help ensure that the brand is consistently used in the state and beyond.

A public service announcement is free publicity that promotes some public cause or informs the community about important information.

### Radio/TV public service announcements – Develop 15- and 30-second PSAs

- **Radio/TV public service announcements** – Develop 15- and 30-second PSAs featuring our “trusted” image and the educational services we provide. Send recorded PSAs to broadcast outlets and place scripts in the media section the NDSU Extension Service website.

  - *Bruce Sundeen/Scott Swanson*  
  - *Script and record 10 marketing PSAs*  
  - *July 2011*

A great deal of the information we provide, such as news releases, is used by state and regional media.

### National publications – Contact national publications to find out what will be featured in the future and offering our experts as part of the stories.

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  - *Rich Mattern/Ellen Crawford*  
  - *Contact 20 national media outlets per year*  
  - *Ongoing*  
  - *Ongoing*

### NDSU ag information can be distributed through newsletters and other tools of the commodity groups

**Commodity groups** – Contact commodity and other communications directors to find out how NDSU Extension can provide more information the groups could use or what information they may want. Discuss how our material is used by the groups to ensure that our logo and graphics are properly used.

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  - *Rich Mattern*  
  - *Contact 10 communications directors at least once per year*  
  - *Ongoing*  
  - *Ongoing*

The Ag Communication department has provided media training in the past for agents and specialists at conferences and other trainings.

### Media training – Offer media training at conferences, at orientation and via distance education. As a supplement at fall conference, have a panel discussion featuring print, radio, TV and website reporters or editors.

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  - *Rich Mattern/Ellen Crawford/Becky Koch*  
  - *Ongoing*  
  - *Ongoing*

Our younger audience (who eventually becomes our main audience) is gravitating away from mainstream media. Using social media allows us to send our messages directly to the audience without being filtered through gatekeepers.

### Social Media – Supervisors will encourage agents and specialists to use the various forms of social media as appropriate and following the (proposed) social media guidelines as developed by the Ag IT Advisory Group and approved by Ag. Administration

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  - *Becky Koch/Bob Bertsch*  
  - *Ag Com will incorporated social media guidelines into trainings. Add an interactive post to the NDSU extension Service Facebook twice a week.*  
  - *Ongoing*  
  - *Ongoing*

#### LOW PRIORITIES

**Letters to the editor** – These could be snippets from the short report or reminders of the services available through the NDSU Extension Service. Letters also could come from district directors, local agents or users of our services. The NDSU Extension director should consider meeting with editorial boards of the state’s largest newspapers and editors and publishers of small newspapers.

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  - *Duane Hauck*  
  - *Summer 2011 and ongoing*  
  - *Ongoing*

In the NASULGC survey, North Dakota residents overwhelming indicated that they use the NDSU Extension Service for ag/farming/ranching information.

### Urban audiences – Develop PSAs and ads featuring a theme, such as NDSU Extension Service, agriculture and so much more,” as a subtheme to the “trusted moniker. This will make it easier for consumers to recognize and connect the many pieces of Extension as recommended in the brand value national strategy.

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  - *Ag. Communication Dept.*  
  - *Spring 2011*

People like to read about themselves or their friends and neighbors. It is said to be one of the reasons small weekly newspapers are not suffering the same large circulation declines as major newspapers.

### Personalize stories – Encourage agents and specialists to put photos and testimonials in their columns/news releases and on the website to show how a person or family was helped by the NDSU Extension Service.

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  - *District Directors and program leaders*  
  - *Dec. 2011*
Giveaway marketing is used to build brand loyalty, improve an image or create awareness.

**Giveaways** - Some marketing opportunities may come in the form of giveaways, such as NDSU Extension pens, key chains, bags, magnets or flash drives. Consider the target audience before purchasing and if the item will be used or end up in the garbage.

Evaluating final outcome - The National Association of State Universities and Land Grant Colleges study gave NDSU Extension a good baseline to work with. After all of the components of the marketing plan are achieved, the survey will be replicated through the State Data Center using the help of graduate students.