

August 1, 2007

MEMORANDUM

To: Deans, Directors and Department Heads

From: James L. Oblinger, Chancellor

Subject: Coordination of External Marketing

Over the past several months the university has initiated several new marketing and communications efforts. These have included the launch of the new www.ncsu.edu website, which will put us at the leading edge of the web world; the strategic marketing research study conducted by *Art & Science Group, L.L.C.*; and, very soon, contracting with a public relations firm for a three-year public relations campaign based on the results of the *Art & Science Group* study.

NC State -- as well as the General Administration -- is committing significant funding to this effort; consequently, we are now poised to begin defining our position and relevance in a much more aggressive and strategic manner. The Office of Public Affairs is leading these efforts, under the direction of Debbie Griffith (associate vice chancellor for Public Affairs), Keith Nichols (director of News Services) and Jason Simon (director of Marketing and Creative Services). They will provide regular updates to campus constituents through the campus PR-group meetings; university website; sessions with University Council, executive officers, deans, vice provosts, other administrative teams, and university governance groups; and individually-scheduled meetings throughout campus.

In an effort to ensure that our investments in these areas are well-spent, I am requesting that any advertising purchases, RFPs for public relations, marketing, advertising, website design and development, or general communications counsel and any other significant external communications investments be coordinated through the Office of Public Affairs, effective immediately. This does not apply to Human Resources advertising and job postings.

Public Affairs has demonstrated that they can help negotiate better rates, frequencies, and other matters with vendors and advertisers, thereby enhancing the value of all of our efforts. In addition, this coordination will ensure that our external communications are reaching the target audiences in the best manner possible, that we are not being redundant in our placements and that our investments are based on sound strategic approaches.

Please coordinate with Debbie Griffith during the planning for any external communication projects – the earlier in the process, the better. Our Purchasing Department will also work closely with Public Affairs by referring to Ms. Griffith any purchasing matters related to marketing and/or public affairs. She will develop a process for working with your units to make sure this coordination is timely and useful. More detail will be provided by Ms. Griffith by August 17, 2007.

Thank you for your continued efforts to ensure that the great things we do at NC State are shared with a larger audience—in a way that helps not only your unit, but the entire university, achieve the reputation and prominence we deserve.