

### **DCA Marketing Vision, Plan, Guidelines**

#### **Department of Campus Activities Mission:**

The Department of Campus Activities provides quality programs, services, and facilities. We engage and develop the students, faculty, and staff of Western Carolina University to foster a vibrant and inclusive campus community.

#### **Goals for DCA:**

1. Provide experiences that offer social, developmental, and experiential opportunities to engage and enrich the students, faculty, staff, and guests.
2. Provide quality facilities, services, and equipment/technology to meet the needs of the campus community and guests.
3. Foster an environment where intentional development and enrichment opportunities are provided to our employees.
4. Align resources that will allow us to achieve our strategic initiatives.

#### **DCA Marketing Mission:**

The DCA Marketing team strives to increase awareness of programs, services, and facilities offered to create pride, enrichment, and connection in traditions and new initiatives for our alumni, current student body, prospective students, and community members.

#### **DCA Marketing Vision:**

Promote an atmosphere of **fun**, **experiences**, and/or **enrichment** that goes beyond the classroom.

#### **DCA Marketing Audience:**

- Current Students-All current students are our primary audience
- Prospective Students-align with the University marketing goals of recruitment
- Community-these are alumni and members of our surrounding counties. The community may also include tourists due to the economy/audience of the surrounding counties

#### **DCA Marketing Goals:**

1. For our marketing efforts to connect with the student body to create memories that will last.
2. Maintain 30% of current student body/40% of “captive audience” on the highest-ranking use social media accounts.
3. Maintain an above industry standard for engagement social media accounts.
4. Create an atmosphere on social media highlighting students’ involvement with services when possible. Show what campus life could be like to our audiences.
5. Establish an identity/presence for DCA. The ideal presence would be “fun” with a secondary presence for organizations under the branch of DCA. The voice should be professional yet relatable and interactive.
6. Maintain consistent marketing presence.

7. Ensure information about fun, experiences, and enlightenment is delivered promptly and prior to event.

**DCA Marketing Strategies:**

1. Utilize Print and Digital marketing materials for high impact events.
  - a. High Impact events can be considered: traditional events, ticketed events (free or student only), performer events, experiential events.
  - b. Depending on the structure of events, elements of print and digital marketing may be increased or decreased.
2. Marketing for public ticketed events will include but not limited to emails, press releases to local media, and canvassing efforts in the community.
3. Distribute information about the services of DCA at least one week before the event date.
4. Distribute information earlier for public/paid events/traditional events or when warranted.
5. Establish connections with local media and relevant agencies/organizations.
6. Build an email list to create a network for public events.
  - a. Email list form has been created on Engage.wcu.edu
7. Utilize resources from other departments to increase awareness
  - a. Happenings, Digital Signage
8. Utilize videos and photos often on social media to advertise events.
9. Utilize features in social media to interact with students before, during, and after events.
  - a. Create album/highlight reel of the event the day after
10. Create content during all events to be utilized for future promotions.
11. Utilize DCA camera for high-quality content creation
  - a. The AD of Communications will use DCA camera and, under the judgment of the AD, student employees entrusted with marketing efforts.
  - b. The camera will be used at events, before events, and for campaign content for promotional materials, other promotional efforts, and other departmental efforts.
  - c. Using the DCA camera will increase the quality of images/videos to maintain the quality standard on marketing materials. The camera gives consistency in marketing materials produced.
12. Update website frequently for up-to-date information
13. Work with units in DCA on interactive ways to market events on social media
  - a. Have a schedule and strategy for every event during the semester.
14. Empower students to create content and have opinions on marketing efforts.
  - a. Consult with students about design work/content creation to ensure the audience is considered in the process when able.
15. Keep an inventory of audiences for the right messaging/information needed on content
  - a. Relevant pricing information, addresses of the event, audience knowledge of jargon
16. Monitor social media following and habits.
17. Monitor Class of pages for mentions and interact as Campus Activities to build connections.
18. Interact with mentions, shares, comments when appropriate on social media.
  - a. Notify University Legal department if hate speech or other violations are noted on social media.
19. Measure efforts and analyze data to improve the content and measure campaign success.

20. Valuate efforts for effectiveness using data

### **DCA “Consumer” Personas**

#### **DCA Internal Persona**

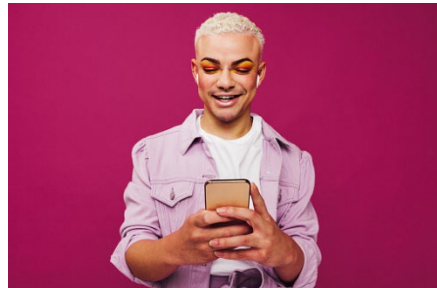
- **Emma-1<sup>st</sup>-year college student actively looking for opportunities**

- Demographics
  - Female
  - 18
  - Freshman
  - Business Major
- Personality
  - Emma is an extrovert that is tagging friends to participate in activities as well as sharing information to reach more friends.
  - Sticks with friend groups when attending events, at times may be open to including others.
  - Emma loves to check the social media accounts after the event to tag friends or save the post.
  - Emma will stick with an event until the event, even if she is not having a good time.
  - Emma makes decisions on what events to attend at least a week in advance.
- Values
  - Emma is actively seeking ways to be involved and get the most out of the college experience.
  - If an experience is not up to her expectations, she will voice a complaint. Normally after an event if a survey is provided.
  - Emma may prefer experiences versus academics.
- Tone of Voice
  - Emma values all relevant information to be always included especially for her to forward to friends.
  - Emma likes creativity but in fast form. You must grab her attention within 7 seconds.



- **Alex-3<sup>rd</sup>-year college student-lives less than 5 miles from campus, only attends events that match interests**

- Demographics
  - Non-binary
  - 20
  - Junior
  - Communications
- Personality
  - Alex is methodical about their



decisions and only chooses to “see”/”hear” about events that they is interested in on the first impression.

- There can be numerous first impressions with Alex; however, all can miss the mark.
- If the experience is not something they are familiar with, they are not likely to attend.
- If you challenge Alex on attending, they will ignore you.
- Alex may go with a friend group but if the event is important to them, they have no issues going alone.
- Strong-willed and goal driven, conscientious
- Decides to attend an event within 24-48 hours.
- Values
  - Alex dislikes inefficiency at events; if they views a situation as wasting time, it will ruin the entire event.
  - Alex likes detailed information before taking action.
  - Alex’s time is extremely important to them and does not want to waste it.
- Tone of Voice
  - On trend or catchy attracts Alex to an event.
  - Clear description on all details of the event before they will consider.
- **Ethan- 2<sup>nd</sup>-year college student-“stumbles on” or invited to events, not a seeker**
  - Demographics
    - Male
    - 19
    - Sophomore
    - Sports Management
  - Personality
    - While sociable, Ethan sticks to a close group of friends when in a crowd.
    - Easy going and expectations are not made prior
    - Sees information but not an action taker
    - If extra steps are required to attend, they are less likely to follow them.
    - Loyal to social traditions; however, will wait for others to confirm plans.
    - Would be the student to go to the room and ask “what is going on?”
      - They may or may not stay at the event and may event leave before the event has ended.
    - This student is more about trial and error and more likely to take some risks on an event.
  - Values
    - Likes to see if others are going to an event before agreeing to join in.
    - Will not make a decision on their own to participant.
    - Dislikes feeling pressured to act.
    - Believes that they deserve items at the event.



- Tone of voice
  - The vibrant atmosphere will get Ethan to join in.
  - Social with an emphasis on connections

### **DCA External Persona**

- **Jessica-local of tri-county area<sup>1</sup>**

- Demographics
  - Mother of 2, ages 5 & 8
  - Married, 41 years old
  - Income after taxes: \$46,820 (Social Stratification: Lower Middle Class)
  - Owns a home through a mortgage, (approx. \$1,162 a month)
  - Attended college, holds an Bachelor's degree, works full-time
- Personality
  - Jessica is stable and reliable
  - Patient, thoughtful, and consistent
  - Life is in routines for the family
  - Jessica is open to new ideas
- Values
  - Jessica values follow through on a promise; if you say something, it should be the truth.
  - Jessica is loyal and establishes long-term trust in an organization; she expects the same quality for each event she attends.
  - If an event does not hold the same quality, she may not return.
- Tone of Voice
  - Jessica is fair, and if corrected info is given, she will forgive.
  - Appreciates politeness and respect.
  - Dislikes blunt/aggressive language.



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<sup>1</sup> Persona demographic data averaged from statistics from Jackson, Haywood, Swain, and Buncombe counties. Data regarding education indicated “some college” has the majority in the counties and “some college” was defined as holding an Associate’s Degree.

## **DCA Personality, Voice, Tone**

- Tone/Voice
  - Clear Language
    - We let our audience know exactly what, when, where, how, and sometimes why when letting them know about our information. For example, “*We’re celebrating Lunar New Year with Lily Cai Dance Company at the Bardo Arts Center on February 4, 2019, at 7 pm. Tickets are \$\$\$ and available here: insert a link.*” The information is clear about why the event is occurring, who it is, where they will be, on what date and time, and other necessary details like the price. Whenever we communicate, we attempt to make the information as easy as possible.
  - Representing WCU has a whole, not just Campus Activities
    - Campus Activities is a part of WCU. Without WCU, Campus Activities would not exist nor would any other organizations under the DCA branch. Off-campus, the community may or may not know what DCA is. While we are striving to improve this name recognition, the community does know what WCU is. Our dept. does have its personality; however, we are connected to WCU’s personality, tone, and voice and remember that what we say or do is a reflection of WCU.
  - It’s not about us; it’s about the audience!
    - Our audience should be considered throughout the marketing process from the concept to the result. When speaking with our audience, it should be about them and their discovery, enrichment, or amusement. For posts, the copy should be inviting to our audience for call to actions. The copy would be less about why we think it’s important and more about what the audience can gain.
  - Upbeat and approachable
    - When we speak to our audience, no matter good or bad news, we attempt to be positive in our interactions and open to comments/suggestions. We are polite and respectful when responding to negative feedback.
- Personality
  - Loyal: *dependable, friendly*
    - We are here for our students. The goal of our programs/operations is with them in mind.
  - Creative: *expressive, innovative, witty*
    - Our goal is to consistently provide a creative vibe.
  - Connected: *allied, collaborative, respectful, synergy*
    - We incorporate our students and campus partners in our operations

## **DCA Color Palette**

Due to WCU's branding guidelines, DCA is provided with a color palette to utilize.

Each DCA sub-unit is assigned a WCU color to be connected with the WCU branding. It is preferred that some variation of the color is used in print/digital advertising. However, should the color not match with the event; WCU main colors should be utilized.

When referring to events that are DCA events with no secondary unit, WCU Purple and Catamount Gold need to be featured in the design. If the event is mainly DCA funded, WCU Purple and Catamount Gold must be strongly featured, and the secondary color may be used to accent. Should an event or performer brought on to campus does not match with this branding, general WCU branding guidelines may be used.



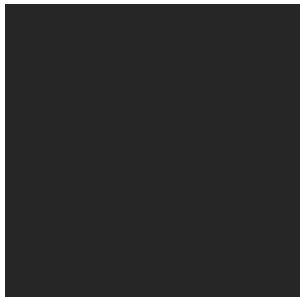
### **WCU Purple**

**PMS 267 C**  
**CMYK 76 97 0 0**  
**RGB 89 44 136**  
**HEX #592C88 HEX #C1A875**

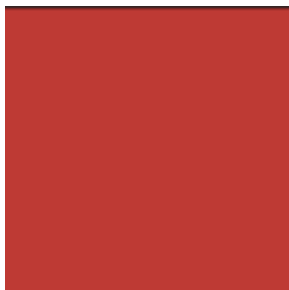


### **Catamount Gold**

**PMS 467 C or 872 metallic**  
**CMYK 25 31 61 1**  
**RGB 193 168 117**



*Last Minute Productions* has previously opted to utilize Not Quite Black. We should be mindful about utilizing this color with Catamount Gold due to Appalachian State's school colors.



*Miracle at WCU* is associated with Madison Red due to the Children's Miracle Network branding features a similar red. The red ties *Miracle at WCU* to WCU and the Children's Miracle Network which receives the fundraising efforts.

**PMS 313 C**  
**CMYK 100 0 11 2**  
**RGB 0 146 188**  
**HEX #0092BC**

*Leadership* is associated with Balsam Blue due to blue being used in business relates to confidence, reliability, and responsibility. Traits that we wish for our Leadership program to inspire our students to achieve.

**PMS 380 C**  
**CMYK 18 0 82 0**  
**RGB 219 228 66**  
**HEX #DBE442**

*Student Clubs & Organizations* are associated with Lily Lime. Lime is associated with nature, confidence, and high energy. Clubs are often inspired by nature around the WCU campus, and the clubs build confidence in the interests of our students

## **Typography**

WCU has a preferred font associated with the university brand. The Freight family fonts are strongly recommended to be utilized in all promotional materials to connect DCA with WCU. DCA designers are encouraged to use the additional 3 Freight fonts for design work which are Display Pro, Sans Comp Pro, and Text Pro.

DCA is encouraged to utilize different fonts for individual events for promotional purposes. Series events (Best of the West, Comedy Nights, Movie Nights, etc.) should have the same event font style for all designs. The series title should be prominent in the design to maintain a connection to all events in the same series. All event fonts should be easy to read and clear from a distance due to the varying sizes in promotions. **No** thoroughly cursive or “trick” letter fonts<sup>2</sup> should be utilized in promotions due to the 2020 vision goal of inclusiveness for all WCU students.

FREIGHT SANS PRO	Light	<i>Light Italic</i>
	Book	<i>Book Italic</i>
	Medium	<i>Medium Italic</i>
	Semibold	<i>Semibold Italic</i>
	<b>Bold</b>	<b><i>Bold Italic</i></b>
FREIGHT MACRO PRO	<b>Black</b>	<b><i>Black Italic</i></b>
	Light	<i>Light Italic</i>
	Book	<i>Book Italic</i>
	Medium	<i>Medium Italic</i>
	Semibold	<i>Semibold Italic</i>
	<b>Bold</b>	<b><i>Bold Italic</i></b>
	<b>Black</b>	<b><i>Black Italic</i></b>

## **Editorial Style**

Clarity and succinctness should be the primary focus on DCA’s editorial style.

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<sup>2</sup> Trick letters refers to a style that 1 letter may look like 2 or more other letters. For example, a “H” may be also mistaken for a “N”.



DCA has a tone and voice in the editorial styling. Our voice is excited about the upcoming event and what our audience and community can benefit. We are not talking to ourselves; we are talking to our audience. We should always be upbeat, and we will be excited to see everyone at the event.

When speaking on our website, you should always write in questions. No totally kidding, don't do that. Our website is to inform about elements of the department. The language should be similar to our tone/voice.

### **Visual Style (Illustrations, Photographic, Video)**

WCU branding utilizes Angles & Overlays to showcase a background image to be the main focus. DCA may utilize the same visual style; however, our personality is creative and we may adjust the WCU visual style to match our event/program.

The purpose of our visual style is to entice/attract our personas to interact and decide if they would like to join in. The secondary visual we create should relate back to our vision of creating an atmosphere of fun, experiences, and/or enrichment. Visuals should attempt to convey DCA's personality.

Illustrations should not be offensive or difficult to understand. Photographs should show what the event was and the enjoyment of the event. Videos can be informative and fun. As long as the visual style conveys our voice, tone, and vision, it is within guidelines.

### **Social Media Style**

Channels-

Facebook: @WCUCampusActivities

Instagram: @WCUCampusActivities

Twitter: @CampusAct\_WCU

Snapchat: WCU\_DCA (Inactive)

TikTok: @WCUCampusActivities

DCA's social media voice is interactive, friendly, energetic, helpful, and upbeat.

- Our voice is interactive, friendly, and energetic with our audience. Responding to comments/messages should be helpful. We should always attempt to find the information or route them in the correct direction for what they are seeking. If a negative comment is received, we will be respectful and, if possible, give an upbeat response. Example, "Why do you...?" "We do X with our students in mind but understand it is not for everyone. Did you hear that we also have X coming up?"
- When talking about upcoming events/programs, if only students are allowed, "Catamounts" should be used frequently in the message to convey it is for students only. "Everyone" should be used often if the public is allowed. For example, "Hey Catamounts, tickets for Drag show will be on sale soon!" or "X and X will be performing in UC X and everyone is invited."
- Facebook and Instagram may primarily be used for event promotion. Facebook's demographic is more of the parents of WCU students while Instagram holds more current WCU students in the

audience. Snapchat is no longer active for the department due to lack of engagement and measurement. A TikTok was created in 2021 for the department to utilize. TikTok is more for happenings after the fact or trends appropriate for a department. Twitter may no longer be utilized due to no growth since 2018 and the platform's engagement being the weakest.

### **DCA Signature, Text Treatments, & other icons**

Many units of DCA have a text treatment to signify an event is being sponsored by that particular group. The DCA signature should follow WCU branding guidelines. The DCA signature should be on the left of the design and the sponsoring text treatments on the right for the majority of events. If the approved design does not make it possible for the DCA Signature to be on the left, WCU Logo guidelines should be utilized. If other WCU signature departments are assisting in the sponsorship of an event, only the WCU logo shall be used with the departments listed in the Freight family font. The DCA Signature will always have top billing on the piece.

For events that are public facing, the designer may opt for only utilizing the DCA signature. The public may not recognize the unit text treatments, and it may be confusing for the public to understand where to find information about the event. The signature will signify that Campus Activities is the primary host with information.

Other icons primarily used in designs are social media and Degree Plus. If the event gives Degree Plus credit, the Degree Plus icon will follow the same guidelines of the text treatments. Social media icons are used to promote the pages for information about DCA. Social media icons should always be center if unit text treatments are used or to the right, if no other text treatments are used. The icons are best organized by the platform with the most information/ease of access to information; thus, the following order is suggested: Facebook, Instagram, Twitter, and TikTok. TikTok does not need to be included on print designs due to the platform's purpose.

### **Definitions:**

- Captive audience refers to students who reside or physically attend classes at WCU Cullowhee campus. Cullowhee campus is only considered due to print promotions being primarily at this location. Currently, the approx. market size is 8,000+/-.
- Social Media Accounts refers to Facebook, Instagram, Twitter, and TikTok. The highest ranking are Facebook and Instagram. Twitter has shown to be less active among our student body; however, has metrics to measure efforts. Snapchat was instated in Fall 2018, and currently, no affordable metrics are available for the media. Snapchat was discontinued in 2019. TikTok was created in Fall of 2021.
- Engagement industry standards for Non-profit Organizations are currently [\(2022\)](#): 0.22% for Facebook, 1.37% for Instagram, 0.04% on Twitter, 8.83% TikTok. Metrics for Snapchat are not accessible currently. Engagement rate standards for Higher Ed are currently (2022): 0.148% Facebook, 2.99% Instagram, 0.071% Twitter. All industry standards are (2022): 0.064% Facebook, 0.67% Instagram, 0.037% for Twitter. [Reference](#).

- Engagement is defined as interactions with a post such as likes, comments, shares, link clicks.
- Reach is the amount of unique (1) screens the content is displayed.
- Impressions are the number of screens whether duplicate or unique that content is displayed.
- The Engagement rate is Engagement divided Reach/Impressions. Facebook and Instagram are measured with Reach and Twitter is measured with Impressions.
- Organizations under DCA include Last Minute Productions, Student Government Association, Leadership, Student Clubs and Organizations, and Miracle at WCU.