

SOUTH DAKOTA BOARD OF REGENTS

Planning Session

AGENDA ITEM: 4 – C

DATE: July 31 – August 2, 2023

SUBJECT

Marketing and Communications Update

CONTROLLING STATUTE, RULE, OR POLICY

None

BACKGROUND / DISCUSSION

In April 2022, the South Dakota Board of Regents launched its most recent marketing campaign; Learning Drives Us Forward.

We are currently in the second year of our three-year partnership with Lawrence and Schiller. The campaign aims to increase awareness about South Dakota's public university system and the importance of higher education for the growth of our state's economy. Messaging also highlights the unique offerings of each institution within the system.

- During the campaign's first year, impressions totaled 14.7 million, with over 1 million interactions.
 - Mediums: Audio, Native, Social, Out of Home (Billboards), Social, Video
- In year two, impressions total 14.4 million, 99% of our annual goal, and our interactions are at 320,000 for the first six months of the year.
 - Mediums: Display, Social, Video

Additional Communications Campaign elements as outlined in the BOR Strategic Plan:

- Rebrand and new logo, finalized Spring 2022.
- Enhance Factbook, updated for the 2023 Legislative Session / Ongoing development.
- Enhance website, currently in progress.
 - November 2023 launch

IMPACT AND RECOMMENDATION

Not applicable.

ATTACHMENTS

Attachment I – 2023 Campaign Materials

INFORMATIONAL ITEM

2023 CAMPAIGN MATERIALS

15 Second | Learning and Leading Video

30 Second | Learning and Leading Video

LEARNING DRIVES US FORWARD

SOUTH DAKOTA BOARD of REGENTS

LEARN MORE

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LEARN MORE

BEFORE WE LEAD, WE LEARN.

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SEE HOW

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SEE HOW

LEARNING DRIVES US FORWARD

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SEE HOW

BUSINESS AUDIENCE POST

125: Some leaders are born – others are made. South Dakota's public universities create opportunities so graduates can grow our state and our businesses.



HEADLINE: Learning Drives Us Forward
DESCRIPTION: Statewide Economic Impact
BUTTON: Learn More
LINK: <https://www.learningdrivesus.com/>

GENERAL AUDIENCE POST

125: Our state's public universities develop the future nurses, teachers, and engineers of South Dakota.



HEADLINE: Before We Lead, We Learn.
DESCRIPTION: Learning Drives Us Forward
BUTTON: Learn More
LINK: <https://www.learningdrivesus.com/>

LOOKALIKE AUDIENCE POST

125: South Dakota's public universities act as the driving force for our growing economy and the success of communities across South Dakota.



HEADLINE: Learning Drives Us Forward
DESCRIPTION: Before We Lead, We Learn.
BUTTON: Learn More
LINK: <https://www.learningdrivesus.com/>

GENERAL AUDIENCE CAROUSEL

125: When South Dakota has in-demand jobs to fill, look to the successful students of our six public universities.

CARD 1 CARD 2 CARD 3 CARD 4 CARD 5 CARD 6 CARD 7



HEAD: Engineers HEAD: Registered Nurses HEAD: Cyber Professionals HEAD: Accountants HEAD: Researchers HEAD: Teachers HEAD: Learning Drives Us Forward
CTA: Learn More CTA: Learn More CTA: Learn More CTA: Learn More CTA: Learn More CTA: Learn More CTA: Learn More

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