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.
 - o 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.
 - o November 2023 launch

IMPACT AND RECOMMENDATION

Not applicable.

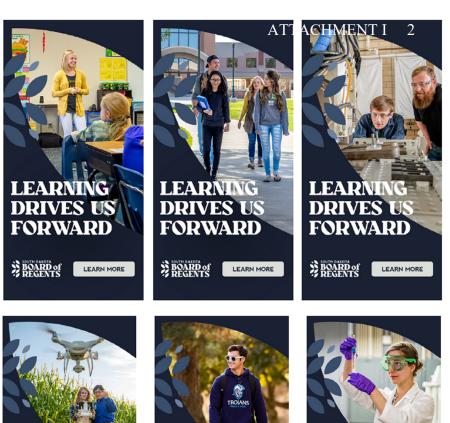
ATTACHMENTS

Attachment I – 2023 Campaign Materials

INFORMATIONAL ITEM



15 Second | Learning and Leading Video 30 Second | Learning and Leading Video



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SEE HOW





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

BEFORE

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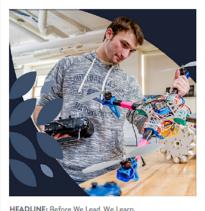
WE

WE

BOARD of REGENTS

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

SEE HON



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.

LEARN

DRIVES

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SEE HOW



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.



CTA: Learn More

HEAD: Registered Nurses CTA: Learn More

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CTA: Learn More

CTA: Learn More

CTA: Learn More

HEAD: Teachers CTA: Learn More HEAD: Learning Drives Us Forward CTA: Learn More