ISU’s Strategic Objectives

Goal #3: Promote ISU’s Identity

Objective: Over the next five years, promote ISU’s unique identity by ##% as Idaho’s only institution delivering technical certificates through undergraduate, graduate and professional degrees.

Operational Strategies

• ISU is one of only five US universities delivering technical certificates through graduate and professional degrees
• Educate internal and external communities of the scope and benefits of ISU’s offerings and research
• Promote ISU as providing an affordable, high-quality education that results in a high return on investment
• Demonstrate to communities the cost-benefits that emphasize what ISU brings to each community through education and research
• Increase the “go-on” rate within ISU’s service regions by highlighting educational opportunities to students
• Increase ISU’s positive media presence and understanding of its unique roles and identity
3. **Goal: Promote ISU’s Identity**

**Objective:** Over the next five years, promote ISU’s unique identity by ##% as Idaho’s only institution delivering technical certificates through undergraduate, graduate and professional degrees.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Benchmark Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Using a community survey, measure the increase in awareness of ISU’s educational offerings and the opportunities it provides AYs 18-22.</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>##</td>
<td>Idaho communities’ express an understanding of ISU’s educational role in its service regions and the awareness of its community value. <em>this is a new indicator and is not currently measured until the end of AY 17.</em></td>
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</tbody>
</table>
Action Plan #3.2: Edutainment

The action plan “Edutainment” gives Idahoans an experience that will help them see the multiple sides of ISU and generate interest

• Build awareness around the state
• Expose people to ISU’s excellent faculty and staff
• Generate recruiting interest
Action Plan #3.2: Edutainment

• The action plan “Edutainment” features ISU’s faculty, staff and students delivering throughout the state an education experience that is interactive, entertaining, and fun!
Action Plan #3.2: Edutainment

How do we do this:

• **Create** a plan that outlines all of the program requirements

• **Buy** a bus, wrap it, and customize it

• **Hire a driver/scheduler** to manage the bus and events

• **Schedule** 30 events a year with communities, schools, and special events

• **Execution** AUG 2018 with an unveiling at the Eastern Idaho State Fair

• Costs approximately $350k up front and $120k a year thereafter