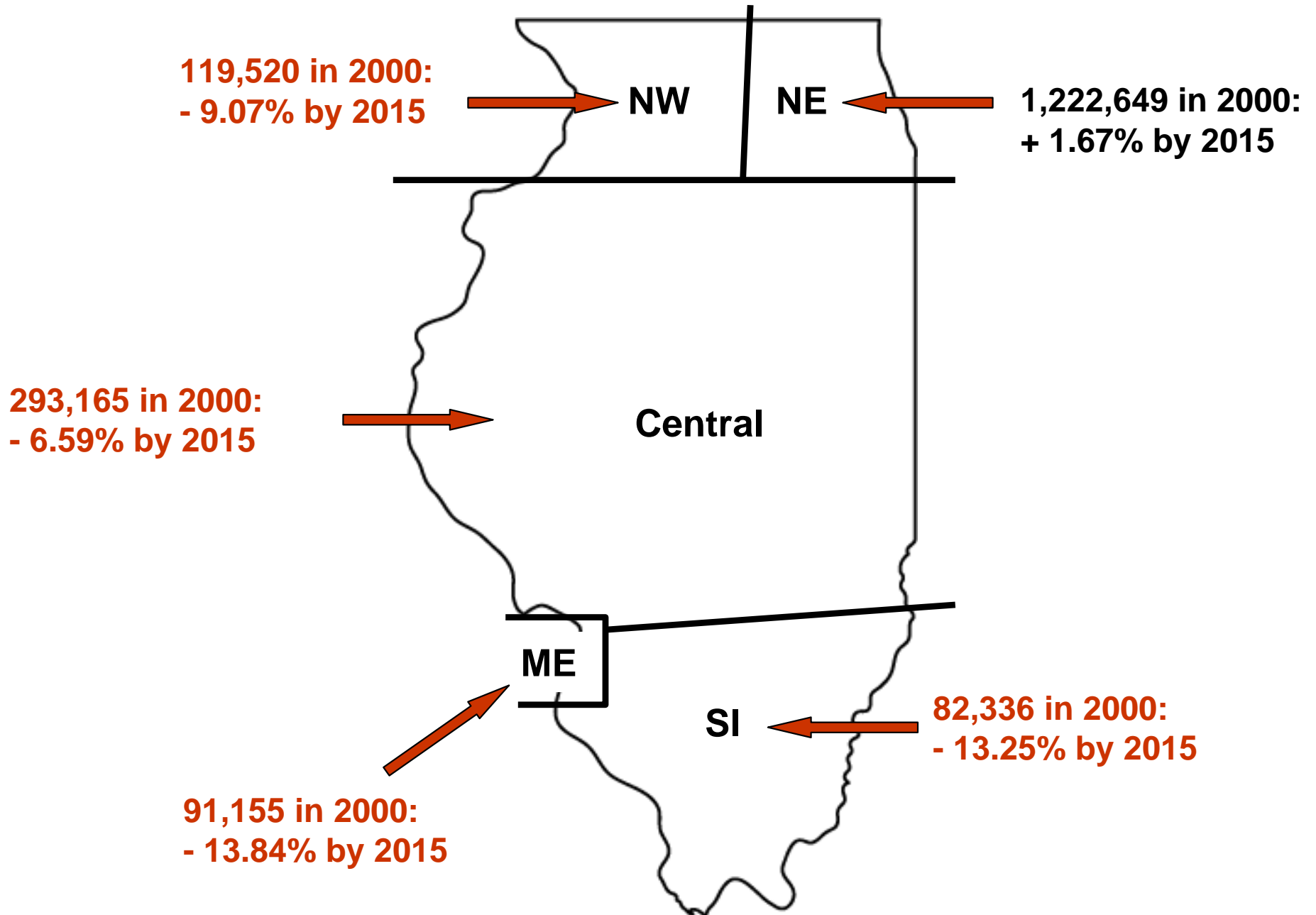


Report to Faculty Senate

Barking Dawg Productions

February, 10th 2009

High School Trends '00-'15 (1,808,825 total)



SIU Enrollment Trends 03/04-07/08

NW

6.03% decline
over the period



03/04	407
04/05	415
05/06	386
06/07	374
07/08	382

03/04	4,289
04/05	4,417
05/06	4,560
06/07	4,393
07/08	4,630



Chicago Area

7.95% growth
over the period

Central

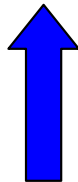
7.94% decline
over the period



03/04	2,892
04/05	2,865
05/06	2,806
06/07	2,723
07/08	2,661

ME

0.75% increase
over the period



03/04	601
04/05	617
05/06	641
06/07	615
07/08	606

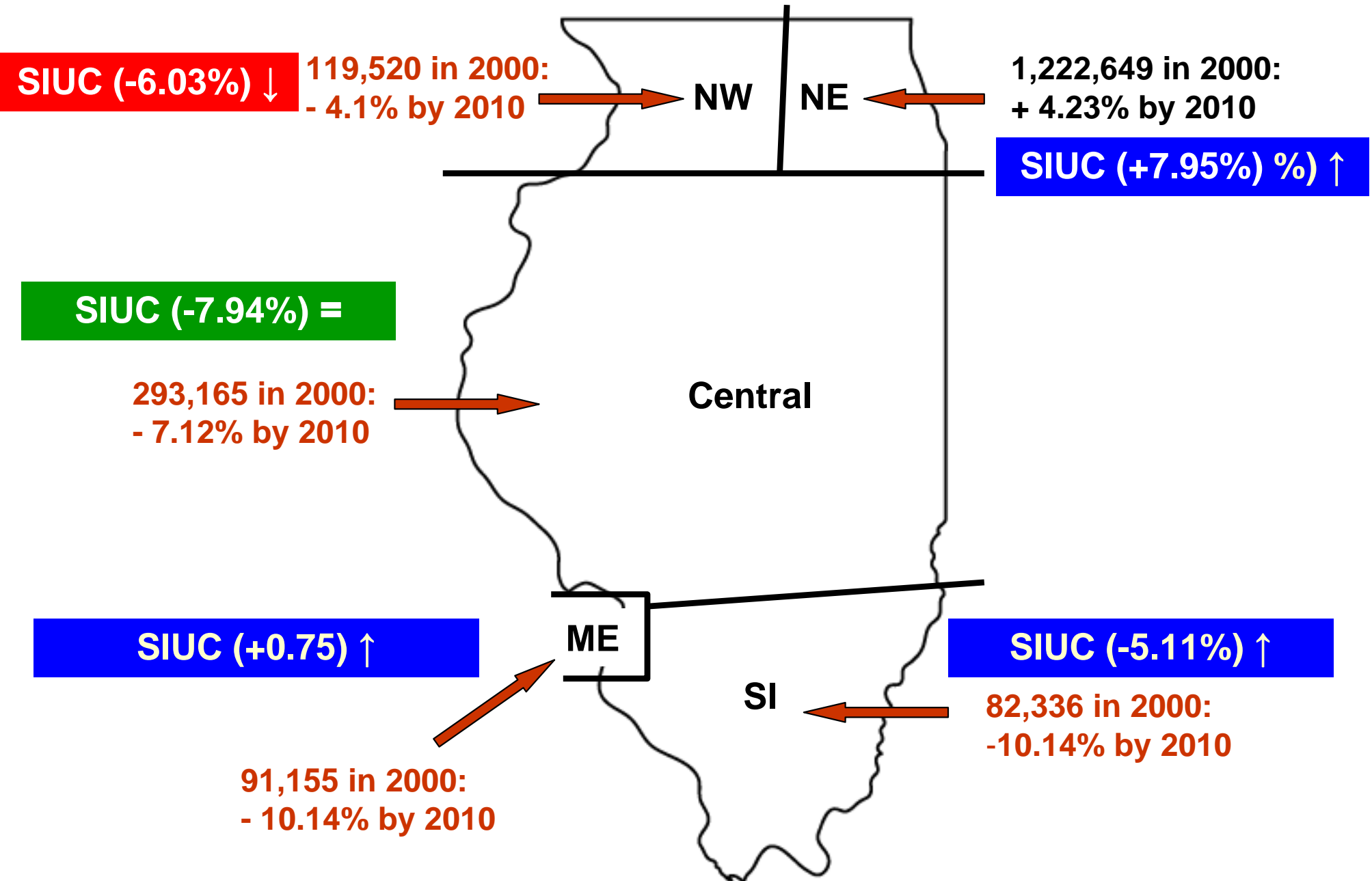
03/04	4,585
04/05	4,480
05/06	4,477
06/07	4,378
07/08	4,351

Southern

5.11% decline
over the period

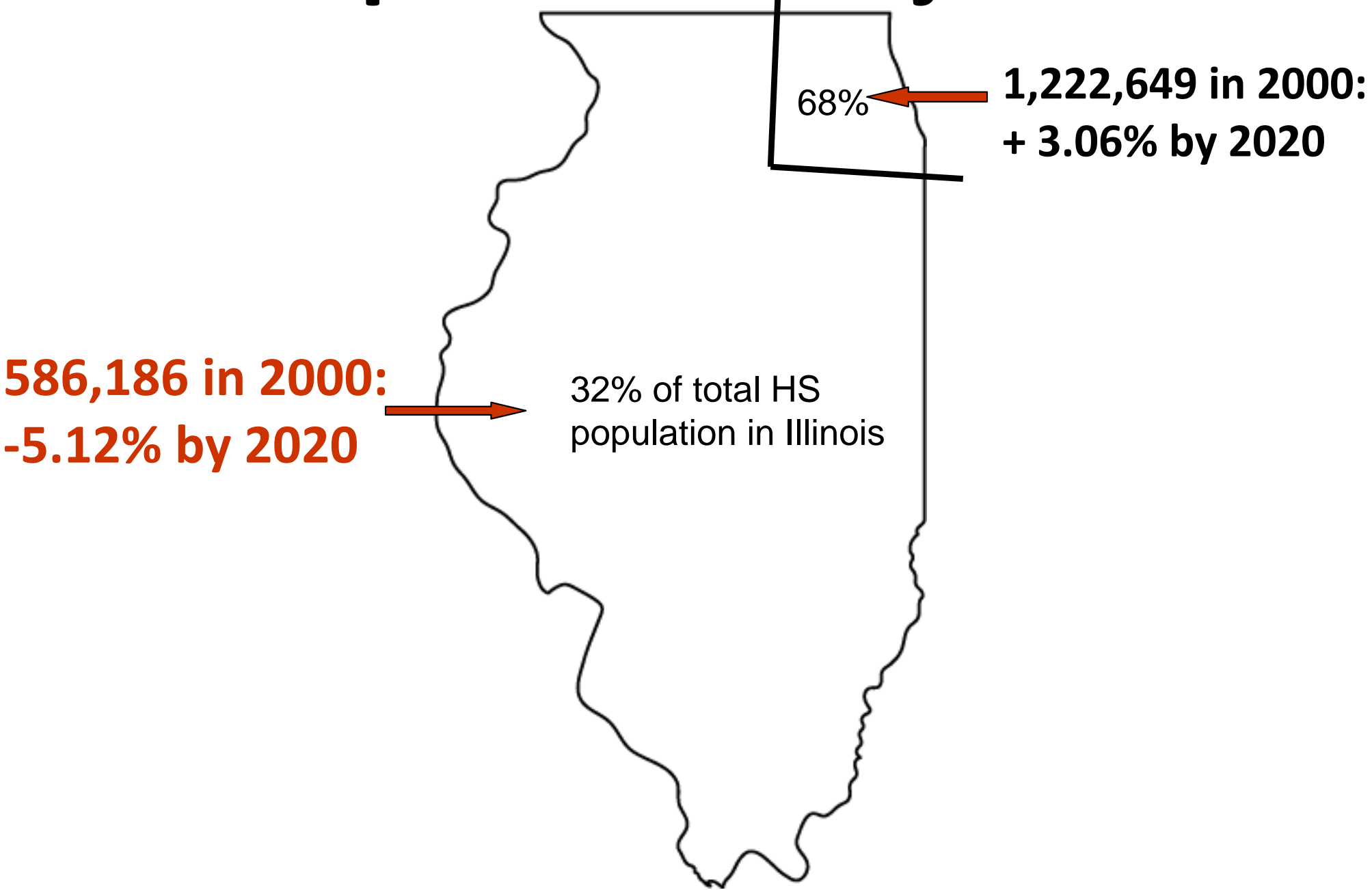


SIU Enrollment vs. High School Trends '00-'10



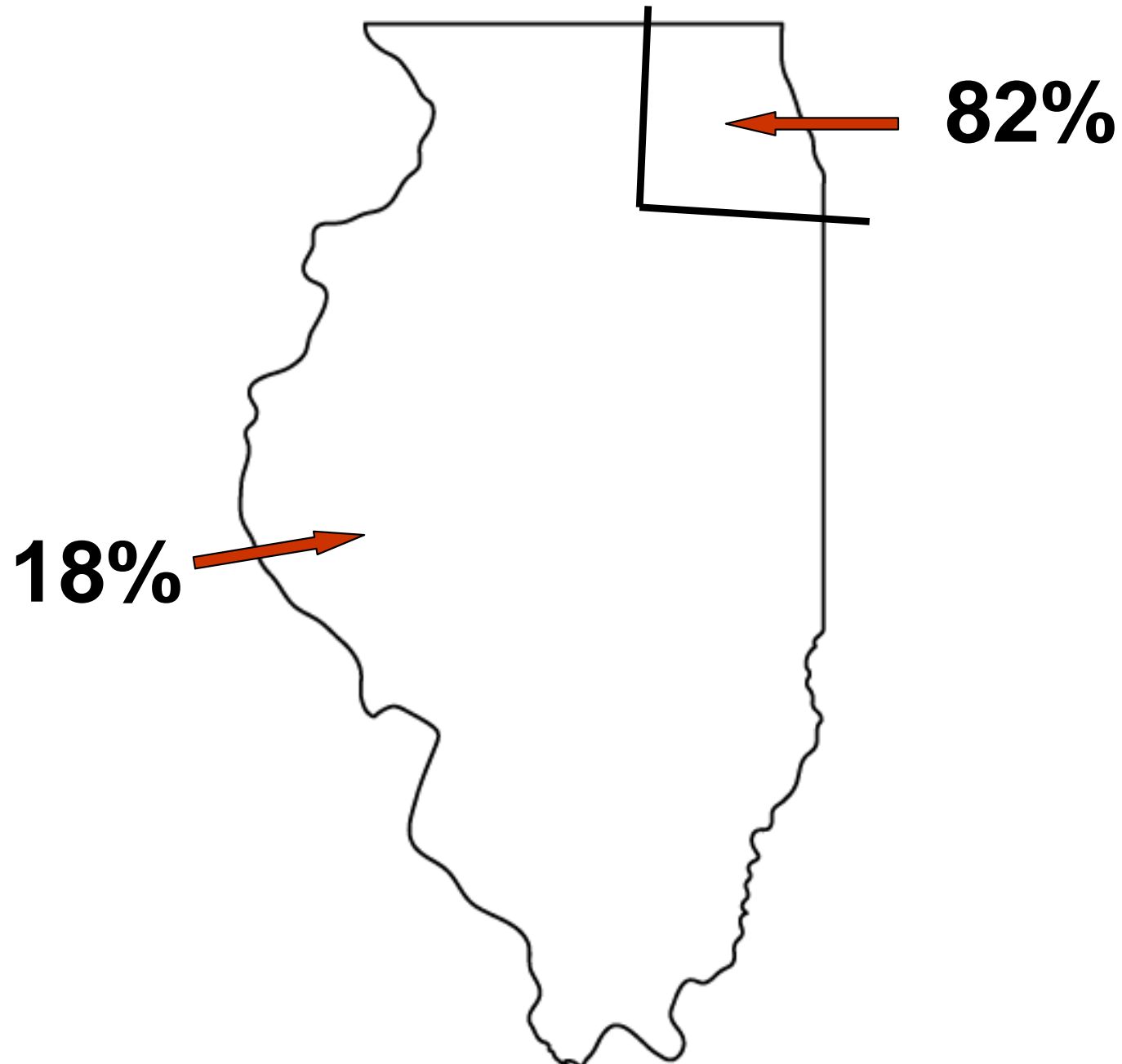
Source: www2.illinoisbiz.biz/popProj/reference/Projections_final_Complete.xls

HS Population Projections

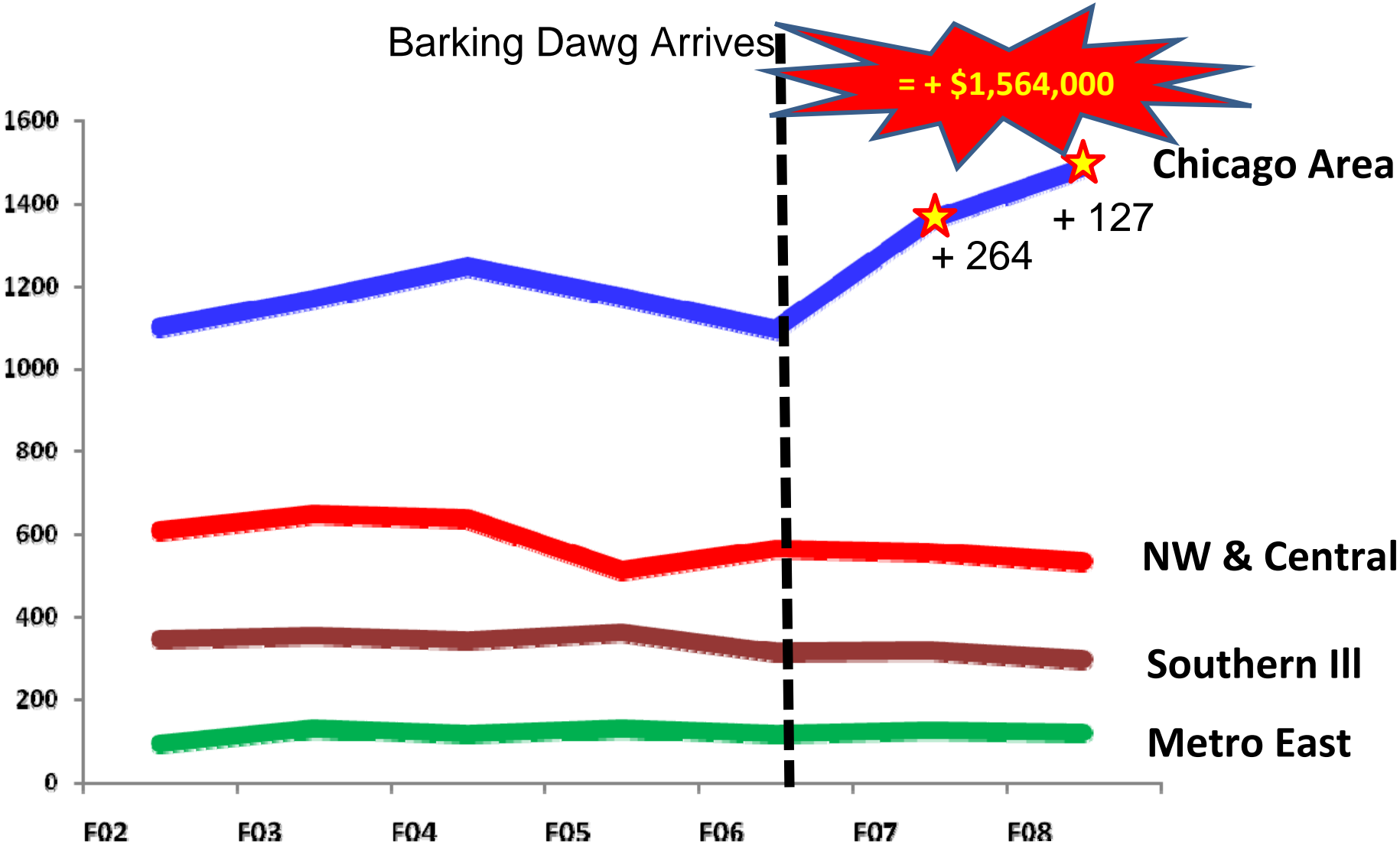


Source: www2.illinoisbiz.biz/popProj/reference/Projections_final_Complete.xls

Barking Dawg's Media Dollars



New Bodies on Campus: Trends



Source: SIUC Tenth day Enrollment Figures

Why Advertise SIUC?

1. Universities compete fiercely for students
2. ISU & NIU have effective ad campaigns
3. Knowledge about SIUC (except among legacy families) is low
4. Confidence in SIUC's quality is low
5. An effective ad campaign will drive enrollment, and increase revenues

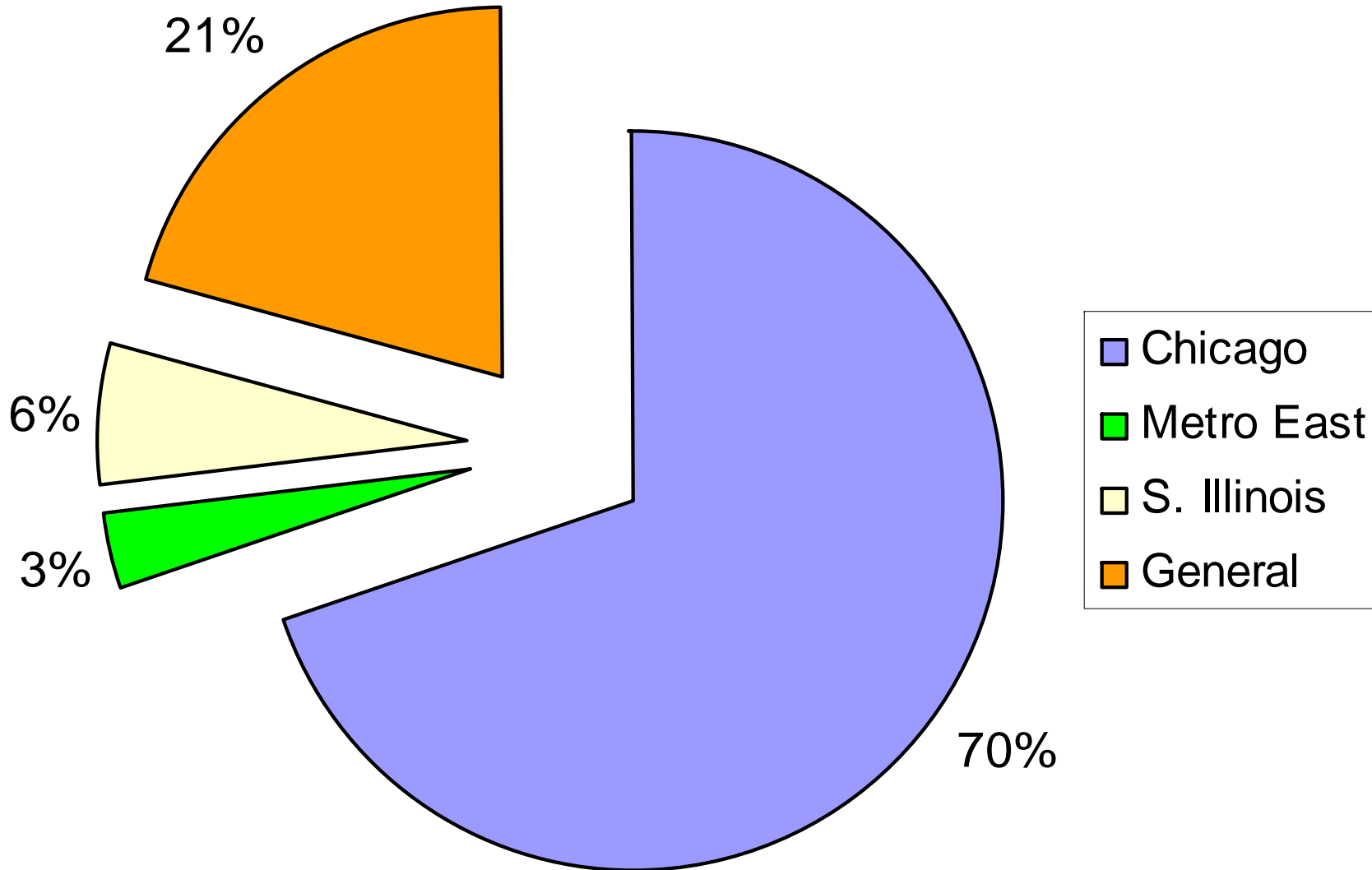
How to Fail With an Ad Campaign

- Spread media dollars across too many markets
- Develop ads not suited to target audience's tastes
- Inconsistent ad frequency
- Use only logical appeals
- Ad-hoc media plans
- Poorly conceived advertising not only doesn't work, it wastes scarce university resources

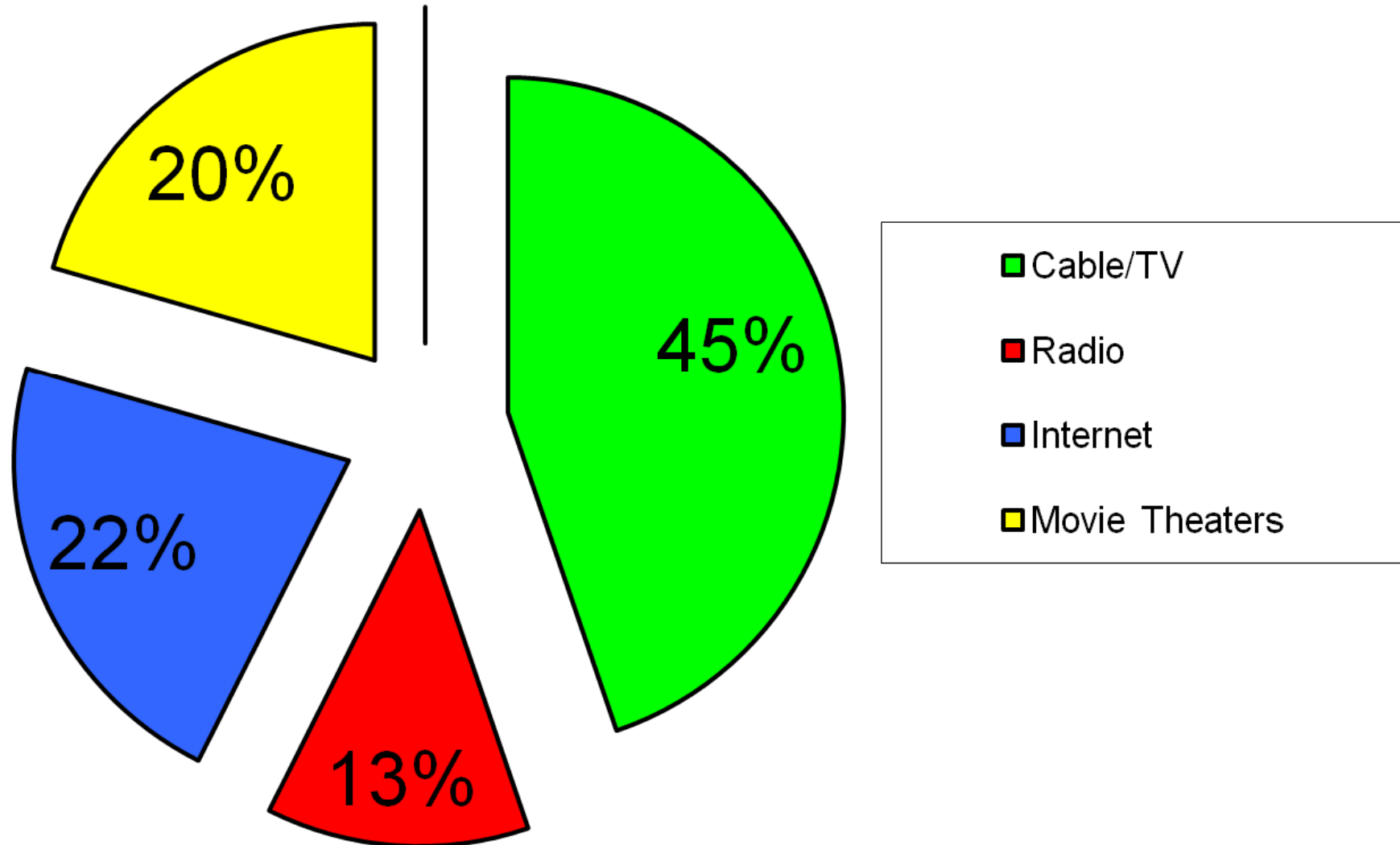
How to Succeed With an Ad campaign

- Concentrating media dollars magnifies effects
- Consistency in ad frequency magnifies effects
- Well-thought out media plans magnify effects
- Novelty is the key to effective advertising
- Emotional appeals are most effective
- Over time, well conceived ad campaigns will stimulate enrollment, enhance image, and increase university resources

F08/Sp09 Media \$ by Region



F08/Sp09 Media \$ by Placement



Current Projects

- Three athletics ads
- Planning for Fall 2009/Spring 2010 campaign
- Redo of “One-Place” ad—4 executions
- On-hold telephone messages--SIU brag-points
- New Alumni Relations ad
- Allied health ad
- Graduation Highlights video
- Four student workers
- Four student Interns, soon to be more, etc.

New Developments

- Political battle to control SIUC's marketing effort
- Barking Dawg likely to move location
- Operating budget likely to be divided
- Senior marketing team not working
- \$500,000 media buy dollars intact, but control of media plan in chaos

My Very Best Advice

- **Get expert marketing advice**...even if it's not mine
- **Don't let anyone's opinion** substitute for that of the young people we are trying to reach
- **Concentrate in Chicago** until we have budget to impact elsewhere
- **Pool SIU Media Dollars** for cost-effective buys
- **Senior Marketing Team** determines ad placement
- **Barking Dawg** report directly to the Chancellor