
Subject: ESU Marketing + Communication

Date: Friday, June 3, 2022 at 11:31:26 AM Central Daylight Time

From: Ken Hush

EMPORIA STATE
UNIVERSITY

Office of the President

June 3, 2022

Dear Colleagues,

As we focus on positioning Emporia State for the future, raising the profile of ESU has never been more important. Emporia State University has a significant platform — approximately 1,000 employees, 6,000 current students, millions of prospective students, 66,000+ alumni, our local community and beyond.

To achieve the goals before us, we must execute comprehensive, consistent and collaborative marketing strategies. To ensure maximum effectiveness of our marketing investment, all campus Marketing efforts will come together as one organization for ONE ESU — we are all in this together.

Under leadership of Chief Marketing Officer Kelly Heine, the newly formed Marketing + Communication team is responsible and accountable for developing and executing strategies that increase brand awareness, elevate ESU's Identity and Image (Goal 2 of the Strategic Enrollment Management Plan), and advance ESU's strategic priorities: student enrollment, academic programming and space optimization.

Working in close collaboration with the academic deans and campus community, Marketing, Advancement Communication, Academic Marketing, Athletics Marketing and IT Web + Digital Strategy team members will come together to build and execute cohesive, data-driven marketing, online and communication strategies that work together to advance us as we move *Forward Focused, Future Ready*.

This new team creates organizational efficiencies and breaks down old silos that may have prevented ESU from achieving our full potential in the past. The Marketing + Communication team is building action plans now that are focused on elevating ESU's brand profile, growing enrollment (undergrad, grad, international), increasing engagement, elevating ESU athletics

brand, improving the effectiveness of our online presence through enhanced digital and social strategies, increasing earned media share of voice, improving internal communication and supporting campus events.

It takes us all working together to succeed. We appreciate the efforts and support of this new approach from everyone. We are trying new things to achieve big goals — and we will continue to experiment, adjust, repeat as we proceed. You will hear more from the Marketing + Communication team as they help us move forward as ONE ESU.

Sincerely,



Ken Hush
Interim President

EMPORIA STATE
UNIVERSITY

1 Kellogg Circle
Emporia, KS 66801-5415
620.341.5551

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