

**UNIVERSITY OF DETROIT MERCY SCHOOL OF OPTOMETRY PUBLIC LAUNCH
INTEGRATED MARKETING & COMMUNICATIONS PLAN**

Campaign Scope: The UDM School of Optometry public launch should accreditation be granted Nov. 20, 2024. The goal of this plan is to drive public awareness, solicit new students to the clinic and generate local, state and national awareness around the new school.

MARCOM PLAN

| Vehicle | Audience | Purpose | Frequency | Medium | Responsibility | Launch Date | Completed (X) | Outcomes/Notes |
|--|---|--|------------|--|----------------------------|-------------------|---------------|--|
| 1. Embargoed News Release for Crain's/Sherri Welch | General public, SE Michigan business audience | Embargoed news story in Crain's Detroit Business | 1X | Crain's media exclusive | MarCom/ Tanner Friedman | 11.21.24 | X | This was promised to Sherri Welch more than a year ago. Will include KK at News; WWJ and WJR; and pitch to TV. |
| 2. PR Newswire story & Sponsored Placements in national outlets | Local, state and national media outlets to spur interest from prospective students nationwide | To increase awareness and interest prospective students from across US | 1X | Cision Media, PR Newswire, PR Newswire Sponsored Guarantee Placement | MarCom/ & project partners | 11.22.24 | X | |
| 3. Pitch to local and state television and radio news for interviews with dean and president | Michigan listeners and viewers | To increase awareness among Michigan populations | 1X and TBD | News pitches and broadcasts | MarCom/Tanner Friedman | 11.22.24 | X | Via Tanner Friedman Associates |
| 4. Post story UDM front page | All visitors to these specific college pages | To increase awareness among visitors to UDM webpage | 1X | UDM main webpage | MarCom | 11.22.24 | X | |
| 5. Push via University FB, Twitter, LinkedIn, Instagram | Faculty, staff, students, general public, corporate leaders, alumni, donors | Increase awareness among key UDM and stakeholders | 2-3X | UDM social platforms | MarCom | 11.22.24-11.25.24 | X | |
| 6. Campus Connection for employee, community and student editions | Detroit Mercy community for those who may have an interest | Notify undergrads, other grad students, community residents, employees | 2X | Campus Connection story | MarCom | 11.25.24 | X | |

| Vehicle | Audience | Purpose | Frequency | Medium | Responsibility | Launch Date | Status/Completed (X) | Outcomes/Notes |
|---|---|--|--|--|--|--|----------------------|---|
| 7. Release to Association of Jesuit Colleges & Universities (AJCU) | Peer Jesuit institutions | To notify national association of peers | 1x | AJCU digital newsletter sent to all AJCU leaders and federal legislators | MarCom | 11.22.24 | X | |
| 8. Release sent to UDM lobbyists legislators, MICU schools | Lobbyists, legislators, MICU schools | To inform political reps | 1X | MICU digital newsletter and email | MarCom & project partners to share with their reps | 11.22.24 | X | |
| 9. Outreach to The Chronicle of Higher Ed, Currents in Higher Education, Inside Higher Ed | Higher education in U.S. | To make US institutions aware of new school | 1X | The Chronicle of Higher Education online | MarCom | 11.25.24 | X | MarCom will pitch to specific Chronicle reporters/editors |
| 10. Outreach to Novi Chamber of Commerce for information sharing | Novi/community | To establish connection and help promote institution; to help school develop potential marketing opportunities through chamber | TBD | Website: https://novichamber.com/ Email: info@novichamber.com Benefits Guide for Marketing: https://shorturl.at/w6k4w | Optometry/MarCom | 12.2.24 | X | Optometry deans and staff should reach out to this group on a monthly basis. |
| 11. Optometry Associations | Optometry professionals, schools, prospective students | To communicate news of new school | TBD | MarCom requires assistance from Optometry team to identify | MarCom/Optometry | 12.13.24 | X | Optometry to supply names, contacts for associations. |
| 12. What's The Tea podcast via ministry | Podcast listeners, which include general public | To increase awareness through new platform; | 1X to start; depends on Podcast group interest | Podcast | MarCom & Optometry | MarCom to inquire for interviews 12.5.24 | | MarCom requested Anna to let MarCom know 12.13.24 |
| 13. Program/short video + stinger introducing program | People on social media, corporate leaders, foundations, DoE, others | To provide multi-media content in quick-hitting, digestible format | 1X/year | Video | Optometry to schedule with MarCom; | In process | | Use on YT reels, TT, others. Optometry will need to schedule time and date with MarCom. |

| Vehicle | Audience | Purpose | Frequency | Medium | Responsibility | Launch Date | Status/ Completed (X) | Outcomes/Notes |
|---|--|--|----------------------|---|--------------------|-------------|-----------------------|--|
| 14. Story in <i>Spiritus</i> Magazine | Corp. partners, alums, fdns., parents, faculty, staff | To notify all readers | June 2025 issue | Print/digital newsletters; roughly 80,000 printed copies mailed | MarCom | June 2025 | | |
| 15. Alumni Social Media Facebook Post | Alumni and their family/friends | To notify alumni and their family and friends | 1-2X | Alumni Facebook page | Alumni/MarCom | 11.22.24 | X | |
| 16. Branded Content Marketing with MarCom WDIV buy | News viewers/all of Michigan, Toledo, Ohio, parts of Indiana | Communicate news to prospective students, Michigan residents | 1X; TBD, but 1.15.25 | WDIV Website | MarCom | 1.15.25 | X | Scheduled for Jan. 2025 |
| 17. Outfront Media billboard | General public | To communicate available new school | 1X; TBD | Digital billboard | MarCom/Optometry | In Progress | X | |
| 18. Digital marketing assets for prospective students | Alumni and their family/friends | To notify alumni and their family and friends | 1X | Digital & behavioral targeting via paid marketing | MarCom & Optometry | TBD | X | One month pilot on UDM SEM for Jan. 2025. |
| 19. Add college to MarCom SEM campaign | Prospective students searching for optometry program | To lure prospects to program | TBD | Paid search engine marketing | MarCom & Optometry | 12.2.24 | X | These will be alternated with current paid digital buy |
| 20. Release to Conference for Mercy Higher Education | Mercy institutions in the U.S. | To notify national association and university leaders | 1X | To national association website | MarCom | 12.2.24 | X | Release sent to Dr. Andrea Lea, associate dir. For mission, alee@sistersofmercy.org |

UPDATE: 12.13.24