Greetings,

The Marquette University story is a rich one. It is grounded in the Catholic, Jesuit tradition and steeped in a 137-year history of excellence, faith, leadership and service. It is also modern and innovative, reflective of shifting demographics and the ever-changing higher education landscape.

In the Office of Marketing and Communication, it is our job — and our great privilege — to tell that story.

With that, though, comes responsibility. When we tell the Marquette story, we must remain ever mindful of our tradition and the immense pride our students, alumni, faculty and staff have in this university. The 31 talented professionals who comprise the OMC team take this charge seriously.

We in OMC also know we are responsible for casting a light on our university’s great mission and deep traditions, while also communicating change — those necessary transformations Marquette must make to remain competitive and relevant in an ever-changing higher education landscape.

It is no accident that we are collaborative and innovative in our work at a time when innovation and collaboration are the necessary drivers of Marquette’s momentum.

On the coming pages you will see the ways in which we measure our work across a variety of marketing communication platforms and the global impact of that work. Further, we’ve outlined just a few of the innovative approaches we’re taking to communicate what’s best about Marquette and its bright future.

I hope you enjoy learning more about OMC and how we tell the Marquette story — a story that inspires and challenges us all to Be The Difference.

Regards,

Dave Murphy
Vice President
Marquette University’s Office of Marketing and Communication is a team of 31 professional writers, designers, marketers, web developers and communication specialists that serves the Marquette community in the areas of brand marketing, interactive marketing, marketing projects, and communication and public relations. OMC promotes the academic reputation of Marquette and tells the Marquette story to all audiences through traditional media, social media, print publications, video, web and interactive.

Mission and vision statement

The Office of Marketing and Communication team discovers what is best and most important about Marquette University. We communicate it with creativity and impact to students, alumni, parents, faculty, staff and the broader community. We counsel and lead our university partners as together we implement best practices in marketing and communication.

Our vision is that Marquette University will be recognized as the nation’s best example of a university that inspires students and alumni to Be The Difference in the world.

marquette.edu/omc
Today’s media landscape is increasingly one of convergence and integration. As a leading-edge marketing communication department, OMC approaches its work with this reality in mind.

To that end, OMC’s work falls primarily into four categories: earned, owned, paid and social media. These groups do not operate in isolation; rather, they overlap and influence one another. For OMC, this means building collaborative, cross-disciplinary marketing communication teams for projects and campaigns, big or small.

The following pages provide a snapshot of OMC’s work and its impact across these four convergent categories.

- **Total Followers**: 125,000
  - Facebook, Twitter and Instagram
- **News Stories**: 14,000
  - Placed in print/online media worldwide
- **Ad Projects**: 240
- **Print, Video and Web Projects**: 1,606
EARNED MEDIA

Earned media are news stories in local, regional, national, international and trade news outlets across print, digital and broadcast platforms. OMC has broad and deep relationships with reporters, editors and producers nationwide and works to place stories about all facets of the university.

The team also responds to reporter requests for expert commentary on a wide range of story topics. OMC tracked more than 14,000 print and web stories about the university from July 1, 2017 – June 30, 2018.

Reach for
July 2017 – June 2018
Print/Web: 5,300,000,000

Impressions for
July 2017 – June 2018
Print: 2,004,262
Video: 285,920
Web: 24,107,747
TOTAL: 26,397,929

Popular new honors seminar on the musical Hamilton 30 media stories ran across the country after the story was pitched to the Associated Press.

5.4 million people viewed the stories.

Marquette’s Foxxconn technology showcase and recruitment event
116 news stories ran in television, print and online news outlets.

OWNED MEDIA

OMC considers owned media to be any print, video and web-based products that it controls and that are unique to the university’s brand. Examples include brochures, programs, invitations and magazines; informational and documentary-style videos; and websites and webpages within the marquette.edu domain. From July 1, 2017 – June 30, 2018, OMC completed more than 1,606 owned media projects for the university, including web service requests.

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University homepage Be The Difference promotion

University publications published in-house
PAID MEDIA

Put simply, paid media are advertisements or any other publicity that is paid for. These include advertisements in print publications and on websites or other digital properties, such as e-newsletters; outdoor advertisements, including billboards and airport and train terminal signage; social media advertising on platforms such as Facebook and LinkedIn; and pay-per-click search engine advertising. OMC completed 240 print and digital advertising projects from July 1, 2017 – June 30, 2018.

SOCIAL MEDIA

Social media comprise websites and applications that enable users to create and share content or to participate in social networking. OMC tracks 20 Facebook and 42 Twitter profiles affiliated with the university, which include those it actively manages or provides regular ongoing counsel to, as well as Athletics accounts and high-profile individual accounts, such as President Michael R. Lovell’s and Coach Steve Wojciechowski’s.

Impressions for
July 2017 – June 2018

Digital: 30,140,838
Print: 2,282,575
Outdoor: 33,959,631
Social: 7,637,331
Search: 815,427
TOTAL: 74,835,802

OMC-managed accounts: 64,200,000
8.7% increase in social media followers
CREATIVE SAMPLES

OMC creates a broad assortment of creative marketing materials to promote the university’s brand, support different institutional goals and reach varied audiences. Such materials include brand image and call-to-action advertisements, brand identification and signage, marketing collateral pieces (e.g., banners, posters, flyers and postcards), photography, and digital and video pieces.

Following are just a few samples of OMC’s recent creative work.

Scenes from the Christmas video

Undergraduate recruitment pieces (yield campaign)

Undergraduate viewbook

College viewbooks

Building banner
OMC leads and counsels through Marketing Partners program

OMC in 2018 revived its Marketing Partners program, a workshop series designed to share best practices in marketing and communication with individuals who are charged with broadly representing the university and their respective colleges, departments or units.

OMC’s mission has always been, in part, to counsel and lead our university partners. This program is a key opportunity for enhanced communication and connectivity as together we represent the best of Marquette in pursuit of our shared communication goals. A clear, cohesive and unified voice has the power to lift and carry the university forward in our mission to Be The Difference.

In 2017–2018, approximately 40 individuals from across campus have attended four OMC-led Marketing Partner sessions: the Marquette University Brand; Web and Digital Strategy; OMC Structure and Process; and the Marquette University Athletics Brand.

MARQUETTE IN MILWAUKEE

OMC drives sponsorships with local partners

Marquette calls Milwaukee home, and the university remains committed to engaging with community partners throughout the city. That’s why OMC identifies myriad opportunities each year to sponsor events with like-minded organizations, advancing Marquette’s brand in the marketplace. Following are OMC-led or partnered sponsorships over the past year:

- College Possible Dream Big Dinner*
- Hibernian Foundation Taste of Ireland
- High school sponsorships, including but not limited to: St. Ignatius Prep, Pius XI, Wauwatosa West, Catholic Memorial, St. Thomas More, Chesterton, Loyola Academy, Divine Savior Holy Angels, Dominican, St. Thomas Minnesota, Notre Dame Prep, Marquette University High School
- Hispanic Professionals of Greater Milwaukee Gala*
- Milwaukee Archdiocese Soles for Catholic Education Catholic Schools Walk
- Milwaukee Business Journal Power Breakfast*
- Milwaukee Film Festival*
- Milwaukee Irish Fest private alumni event
- Milwaukee Press Club City of Milwaukee Birthday Party and Gridiron Awards*
- Milwaukee Muslim Women’s Coalition*
- National Congress of American Indians*
- Summerfest Show Your College Pride Day
- United Community Center Friends of Hispanic Community event*
- YMCA Martin Luther King, Jr. Breakfast*

*Denotes sponsorships on which OMC partnered with one or more other university departments
MARKS OF EXCELLENCE

2018 CASE Circle Awards (national)
Council for Advancement and Support of Education

★ Grand Gold, Special Issues
Marquette Magazine Commemorative 100 Years of Hoopla

Pride of CASE V Awards (regional)
Council for Advancement and Support of Education

★ Gold, Best Specialized or Unit-level Magazine
Marquette Magazine Commemorative 100 Years of Hoopla

★ Silver, Best Video PSA or Commercial Spot
Off Hours

★ Silver, Best Alumni/Institution Magazine, 10,000 FTE and up
Marquette Magazine