Greetings,

The Marquette University story is a rich one. It is grounded in the Catholic, Jesuit tradition and steeped in a 138-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.
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 13,000 print and web stories about the university from July 1, 2018 – June 30, 2019.

Reach for July 2018 – June 2019
Print/Web: 15.3 billion

Historic move-in day celebrates largest freshman class ever, first new residence hall in 50 years
Multiple segments on all four local network TV stations totaled nearly 280,000 viewers on freshman move-in day, Aug. 23, 2018.

Focus on Catholic media outlets
President Michael R. Lovell met with three national Catholic news outlets this past year, including Catholic News Service, Eternal Word Television Network and Religion News Service.
OMC's efforts around broadly promoting Marquette's mission this year led to 22 faith-related stories in local and national Catholic and mainstream publications.

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, 2018 – June 30, 2019, OMC completed more than 1,480 owned media projects for the university, including web service requests.

Impressions for July 2018 – June 2019
Print: 940,000
Video: 1,012,346
Web: 23,291,343
TOTAL: 24,397,689
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 224 print and digital advertising projects from July 1, 2018 – June 30, 2019.

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 2018 – June 2019
TOTAL: 71,917,155

Impressions for July 2018 – June 2019
45,700,000
9.9% 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

Images from recent photoshoots

Airport display board

2019 Mission Week

DATA INFORMED.
MARQUETTE INSPIRED.

In every industry, data is informing decisions, systems and actions. At Marquette, not only will you learn to truly use data, you will have the opportunity to turn data into action for the greater good.
COMMUNICATING BEYOND BOUNDARIES

OMC highlights progress on Marquette’s strategic plan

OMC in the 2018–19 academic year led key efforts to better tell the stories related to Beyond Boundaries, Marquette’s strategic plan.

“Beyond Boundaries: A Campus Conversation” events began in fall 2018 as a way for the Marquette community to hear from and engage with university leaders. The events, which each attracted more than 200 faculty and staff members, featured theme presentations and breakout sessions.

OMC also worked closely with the President’s Office to plan and develop messaging for President Michael R. Lovell’s annual campus address, which focused in large part on Beyond Boundaries implementation.

In addition to events, OMC used its main internal communication vehicle, Marquette Today, to launch Marquette Momentum, a regular series of stories that highlight progress on the strategic plan.

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:

- Friends of Hank Aaron Candelight Hike
- Hibernian Foundation Taste of Ireland
- High school sponsorships: Loyola Academy, Marquette University High School, Divine Savior Holy Angels, Dominican High School, Catholic Memorial
- Hispanic Professionals of Greater Milwaukee Gala*
- Milwaukee Archdiocese Soles for Catholic Education Catholic Schools Walk
- Milwaukee Business Journal Power Breakfast
- Milwaukee Film Festival*
- Milwaukee Marathon
- Milwaukee Press Club City of Milwaukee Birthday*
- NAACP Freedom Fund Dinner *
- Summerfest Show Your College Pride Day
- Summerfest Tech
- Visit Milwaukee Annual Meeting*
- YMCA Martin Luther King, Jr. Breakfast*

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

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

★ Gold for Best Viewbook
    Be The Difference: The Marquette University Viewbook for Undergraduate Admissions

★ Silver for Best Uses of Social Media: Something Unpredictable (but in the End it’s Right) tweet