

Digital Transformation

Re-engineering marketing and
communication for student success

Presented by Dan Banfield & Ellen Curtis



OVERVIEW

CAL POLY
CORPORATION

Why a digital transformation

Gen Z

Engaging Gen Z at Cal Poly

MarCom re-engineering

Impact



DIGITAL TRANSFORMATION

CAL POLY
CORPORATION

The iGen Shift: Colleges
Are Changing to Reach
the Next Generation

nytimes.com



GEN Z WHO THEY ARE

Ages 7 to 23 (Millennials are ages 24 to 37)

True digital natives – connected since birth

Front row seat holders to many societal and cultural shifts

79% of Gen Z population say they will invest in something that changes the world.

GEN Z WHO THEY ARE



Most diverse generation
Helicopter parented
URL residents
Caring capitalists

50.2% of children under 18 are expected to be part of a minority race or ethnic group

GEN Z WHAT'S IMPORTANT TO THEM

Technology

Connectedness (to technology)

Authenticity

Independence

Accountability

79% display symptoms of emotional distress when kept away from their personal electronic devices.

GEN Z WHAT'S IMPORTANT TO THEM

Collaboration

Individualism (not stereotyped)

Social justice

Change

Education

64% of Gen Z consider earning an advanced degree as one of their life goals compared to 33% of Millennials and 25% of Gen X.

GEN Z HOW THEY COMMUNICATE



Prefer messaging platforms
that provide rich visual
interactions



Use social media for
different reasons



Use emojis, images
and videos

ENGAGING GEN Z AT CAL POLY

California Polytechnic State University

Located in San Luis Obispo

Part of the 23-campus CSU system

Comprehensive undergraduate education

Guiding philosophy is Learn by Doing

Student body is approximately 21,306

ENGAGING GEN Z AT CAL POLY



Cal Poly Corporation Mission

Cal Poly Corporation is a valuable strategic partner dedicated to advancing Cal Poly's mission. We provide vital university resources and services, enhancing campus life with solutions that are flexible, innovative and effective. Our revenues stay on campus to support programs and drive student success.

ENGAGING GEN Z AT CAL POLY

Cal Poly Corporation services and resources

Dining

Bookstore

Printing

Learning by doing through
research, internships and staffing

Jobs

Athletic sponsorship

Donations for academic buildings
and programs



ENGAGING GEN Z AT CAL POLY

10

WAYS CAL POLY CORPORATION SUPPORTS STUDENT SUCCESS



ENGAGING GEN Z AT CAL POLY



In addition to these services and resources, we are continually looking at ways to better serve the university and our students. One of the ways we identified is how we communicate with campus.

ENGAGING GEN Z AT CAL POLY

CAL POLY
CORPORATION

A young man with a grey beanie, glasses, and a dark t-shirt is smiling. He has a gold chain necklace and a tan backpack strap. He is standing outdoors, with another person's head and shoulder visible in the foreground to his right. The background is a blurred outdoor setting with trees and buildings.

We wanted to enrich a student's Cal Poly experience
and build a positive relationship with them.

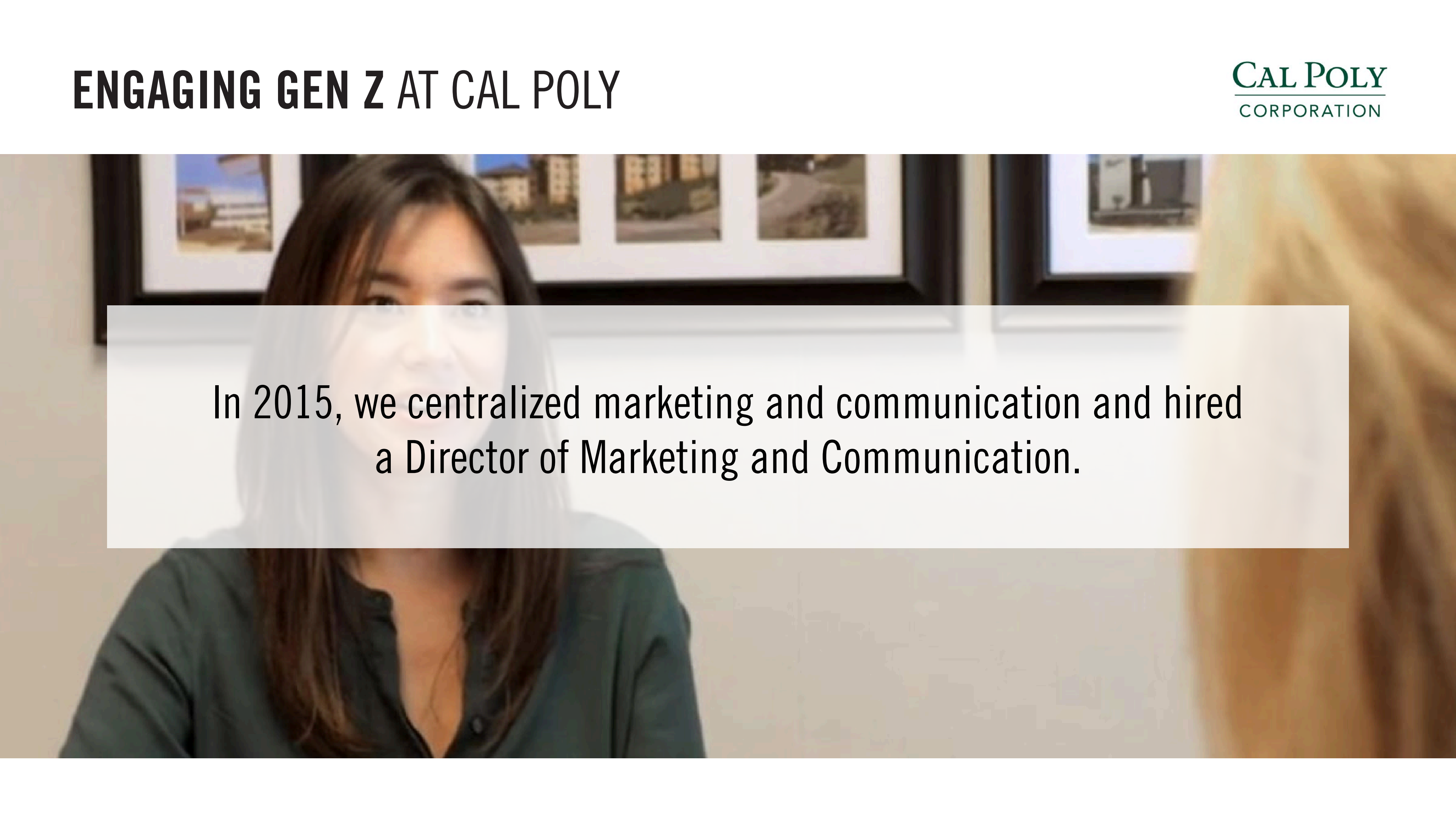
ENGAGING GEN Z AT CAL POLY

CAL POLY
CORPORATION

From research, we understood to engage this new cohort of students, Cal Poly Corporation needed to take a different approach to its marketing and communication.



ENGAGING GEN Z AT CAL POLY



In 2015, we centralized marketing and communication and hired a Director of Marketing and Communication.

ENGAGING GEN Z AT CAL POLY



Based on student feedback, we prioritized what areas needed the greatest support from marketing and communication.



BOOKSTORE



DINING



CAL POLY CORPORATION

RE-ENGINEERING MARCOM FOR GEN Z

Having the RIGHT data



Platforms to engage students
on a regular basis to gain their
feedback



Systems to monitor and measure
marketing efforts

RE-ENGINEERING MARCOM FOR GEN Z

Having the RIGHT team

CAL POLY
CORPORATION

MarCom Director
Full Stack Developer
Comms Specialist
Graphic Designer
Marketing Coordinator
Student Staff



RE-ENGINEERING MARCOM FOR GEN Z

Having the RIGHT technology to execute MarCom plans



Building the MarCom stack

Scalable
Affordable

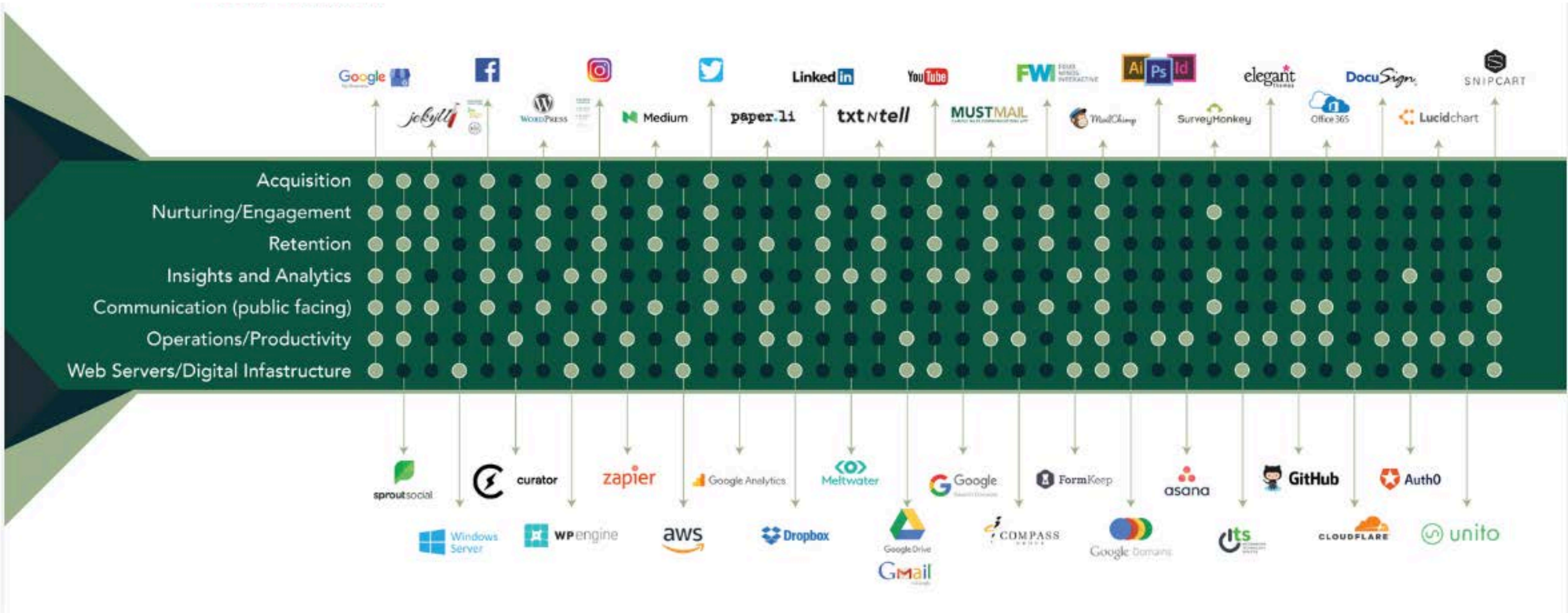
Utilize third party platforms
and applications

Secure

Meet university IT guidelines

RE-ENGINEERING MARCOM FOR GEN Z

Marketing Tech Stack



RE-ENGINEERING MARCOM FOR GEN Z

Having a dashboard to easily access the technology and data



MarCom Project Management

- Create a Job
- Account Manager
- MustMail

MarCom Jobs

- Cal Poly Corporation
- Campus Dining
- University Store
- Other

MarCom Manuals

- Onboarding Manual
- Production Manual
- CPC Brand Manual
- CD Brand Manual
- Quick Reference Guide
- Printing for Dummies

Calendars

- 2018-2019 Dining Marketing Calendar

Developers

Cal Poly Corporation Jobs

Create New Job

>

Jobid	Title	Lead	Timestamp
615	Cal Poly Corporation DNS Incident	lbarker@calpoly.edu	9/10/2018
614	CPC - MarCom awards	elcurtis@calpoly.edu	9/10/2018
613	CPC - Bldg 15 Graphic	elcurtis@calpoly.edu	9/4/2018
612	OTH - FMD Open House 2018	elcurtis@calpoly.edu	9/4/2018
611	CPC - Open Enrollment 2019	amlamber@calpoly.edu	9/4/2018
610	CPC - Org Charts	amlamber@calpoly.edu	8/29/2018
609	CPC - Marketing Fact Sheet 2018_19	elcurtis@calpoly.edu	8/27/2018
608	CPC- September 2018- Digital Signage Monitor Failure Log	0	8/27/2018
607	CPC- September 2018- MAD Email	0	8/27/2018
606	CPC- September 2018- Round Up	0	8/27/2018
605	CPC- September 2018- Creative Pack	0	8/27/2018

RE-ENGINEERING MARCOM FOR GEN Z

Changing the relationship from one way to two way

CAL POLY
CORPORATION



RE-ENGINEERING MARCOM FOR GEN Z

Leveraging the digital marketing ecosystem



RE-ENGINEERING MARCOM FOR GEN Z

Adopting a content strategy across paid, earned, owned channels.

CAL POLY
CORPORATION

CREATE
ONCE
PUBLISH
EVERYWHERE



HOW IT WORKS

Campus Dining Hours Case Study

Situation

Cal Poly Campus Dining has over 28 venues across campus

Business hours are amended for quarterly changes, customer demand and academic holidays

Updates occur 12-15 times per year

Communicating amended hours across multiple channels took 20-30 hours per change



HOW IT WORKS

Campus Dining Hours Case Study



Solution

Centralize data input via Google Business to automatically distributed to all channels.

HOW IT WORKS

Campus Dining Hours Case Study





Solution

Venue managers can update information in real time



HOW IT WORKS

Campus Dining Hours Case Study

University Union Neighborhood	Monday 09.10.2018	Tuesday 09.11.2018	Wednesday 09.12.2018	Thursday 09.13.2018	Friday 09.14.2018	Saturday 09.15.2018	Sunday 09.16.2018
	7:00 AM - 9:00 AM 11:30 AM - 1:30 PM 5:00 PM - 7:00 PM	7:00 AM - 9:00 AM 11:30 AM - 1:30 PM 5:00 PM - 7:00 PM	7:00 AM - 9:00 AM 11:30 AM - 1:30 PM 5:00 PM - 7:00 PM	Closed	Closed	Closed	Closed
	Closed	Closed	Closed	Closed	Closed	Closed	Closed
	10:00 AM - 3:00 PM	10:00 AM - 3:00 PM	10:00 AM - 3:00 PM	8:30 AM - 10:00 PM	8:30 AM - 10:00 PM	8:30 AM - 10:00 PM	8:30 AM - 10:00 PM
	7:00 AM - 10:00 PM	7:00 AM - 10:00 PM	7:00 AM - 10:00 PM	7:00 AM - 10:00 PM	7:00 AM - 10:00 PM	7:00 AM - 10:00 PM	Closed

Solution


Website is automatically updated

HOW IT WORKS

Campus Dining Hours Case Study

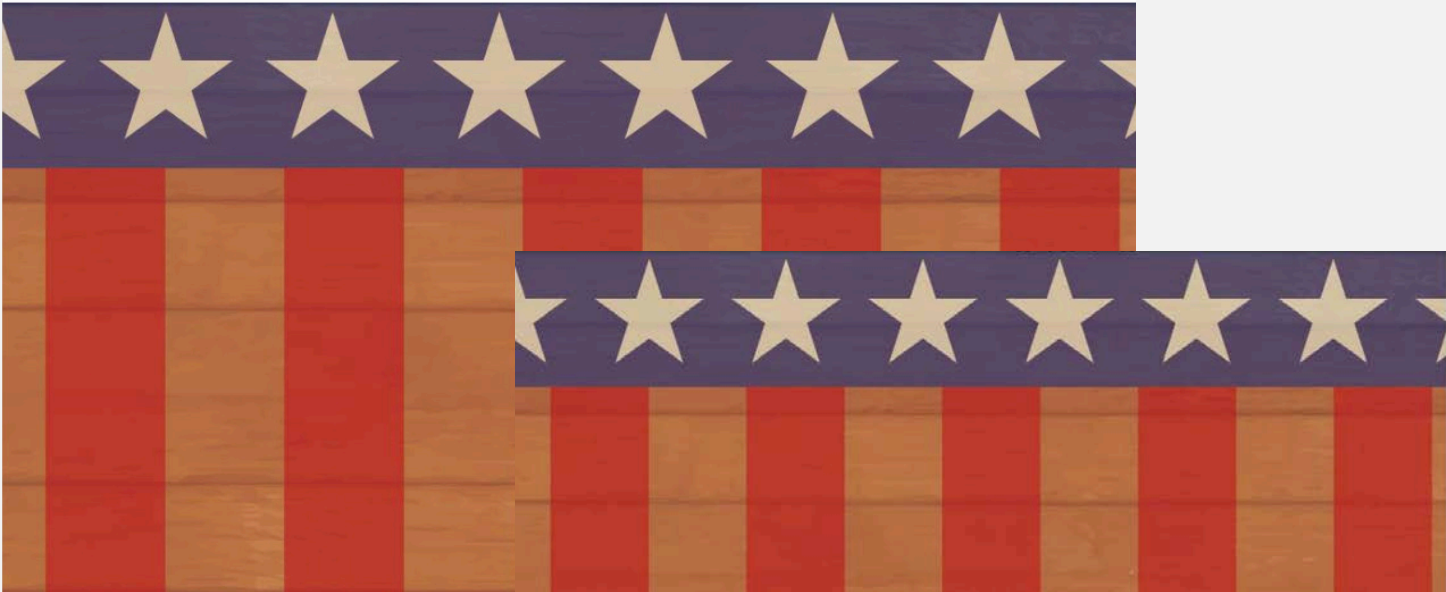
Solution

Design artwork and templates for all channels to plug and play



Cal Poly Dining
September 3 at 9:12 AM · 🌐

Hope you enjoy your Labor Day. All dining venues are closed for the holiday. To view our full list of operating hours, visit <http://bit.ly/2P7zBhx> #laborday






Cal Poly Dining @CPcampusdining · Sep 3

Hope you enjoyed your Labor Day. We will be back at our labor of love tomorrow - fueling @calpoly. To view our full list of operating hours, visit bit.ly/2P7zBhx #laborday







 1




cpcampusdining · Following

cpcampusdining Hope you enjoy your Labor Day. All dining venues are closed today but we'll be back at our labor of love tomorrow. #laborday #dayoff



71 likes
SEPTEMBER 3

Add a comment... 

HOW IT WORKS

Campus Dining Hours Case Study

Results

87% reduction in cost and time spent for content distribution

Improved user experience

Reduction in complaints on social media due to inaccurate hours

Increased exposure on Google Search

Positive feedback campus-wide

“My compliments — I was pleased earlier today to see an email reminding me of the food venues that are open. Thanks for all you and the Corporation are doing!”

***— Jeffrey Armstrong,
Cal Poly State University President***

HOW IT WORKS

Calpolycorporation.org Case Study

Situation

- Site served a variety of purposes
- Online brochure to brand the auxiliary
- Intranet to provide access to internal business documents, policies and training materials
- Website had not been updated for 12 years
- Outdated infrastructure – not mobile or search engine friendly
- Bloated and outdated content



JULY 8, 2016

SUPPORTING STUDENT ATHLETES

The corporation sponsors the Cal Poly Mustangs athletic program.

[Read More >](#)

HOW IT WORKS

Calpolycorporation.org Case Study



PROUD TO PLAY A VITAL ROLE IN CAMPUS LIFE

SEE HOW

Solution

- Gain insights to develop an excellent user experience
- Develop a content strategy to engage our stakeholders and elevate brand perception
- Conduct a content audit to update and modernize information into digestible chunks
- Utilize a website platform that was scalable, mobile and had a user friendly CMS
- Leverage a web-templated system to speed development

HOW IT WORKS

Calpolycorporation.org Case Study



Results

Raised visibility 28% in page views

Increased engagement 17% in total users

Gained positive feedback from the university community

Developed a potential new revenue stream with campus entities interested in purchasing our build

“Congratulations on your beautiful new Corporation site! It’s gorgeous. I bet a lot of work went into it!! Brava!”

– Cal Poly University Marketing

IMPACT OF TRANSFORMATION

CAL POLY
CORPORATION

We have data to make informed decisions

Google analytics to inform our web strategy

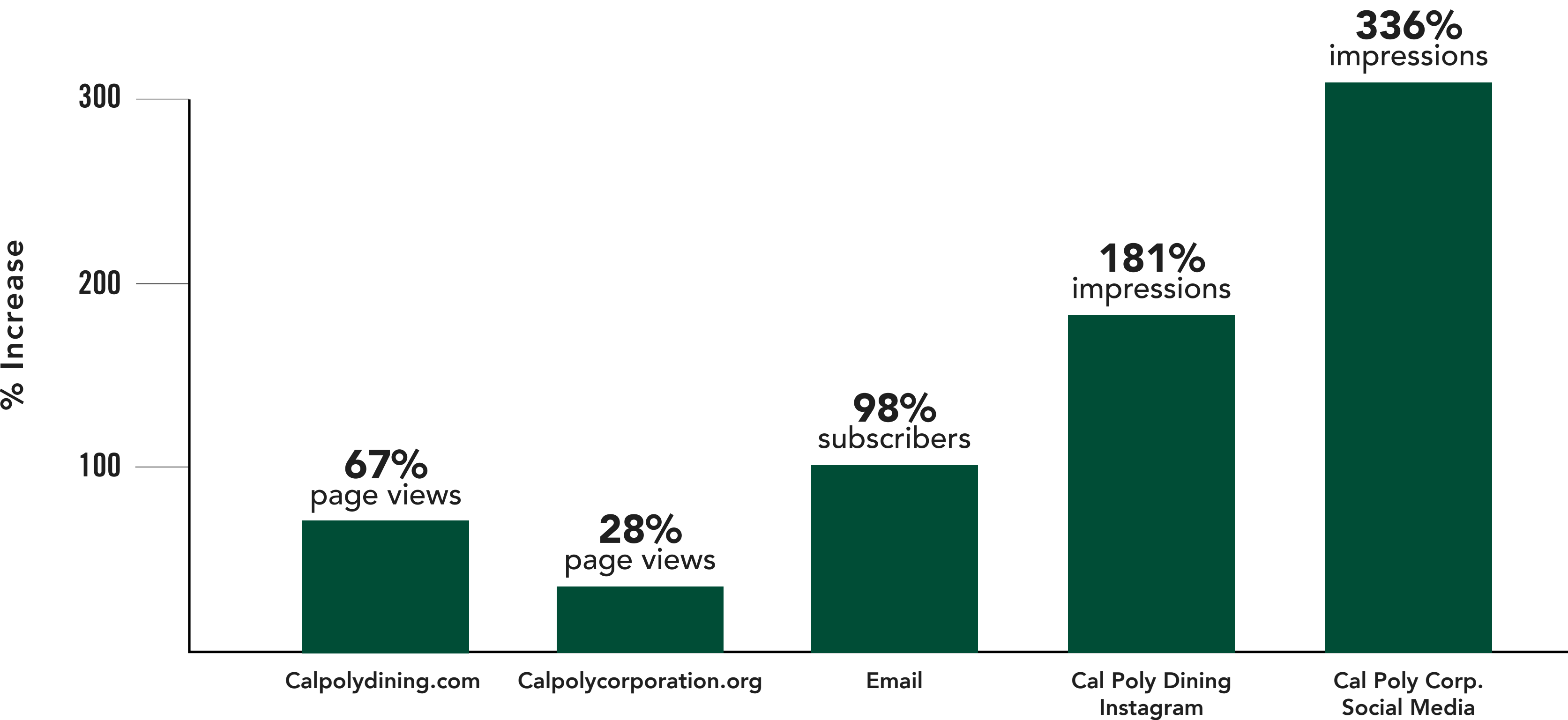
Social media analytics to identify trends and predict future outcomes

Survey analytics and text data to improve service and product delivery



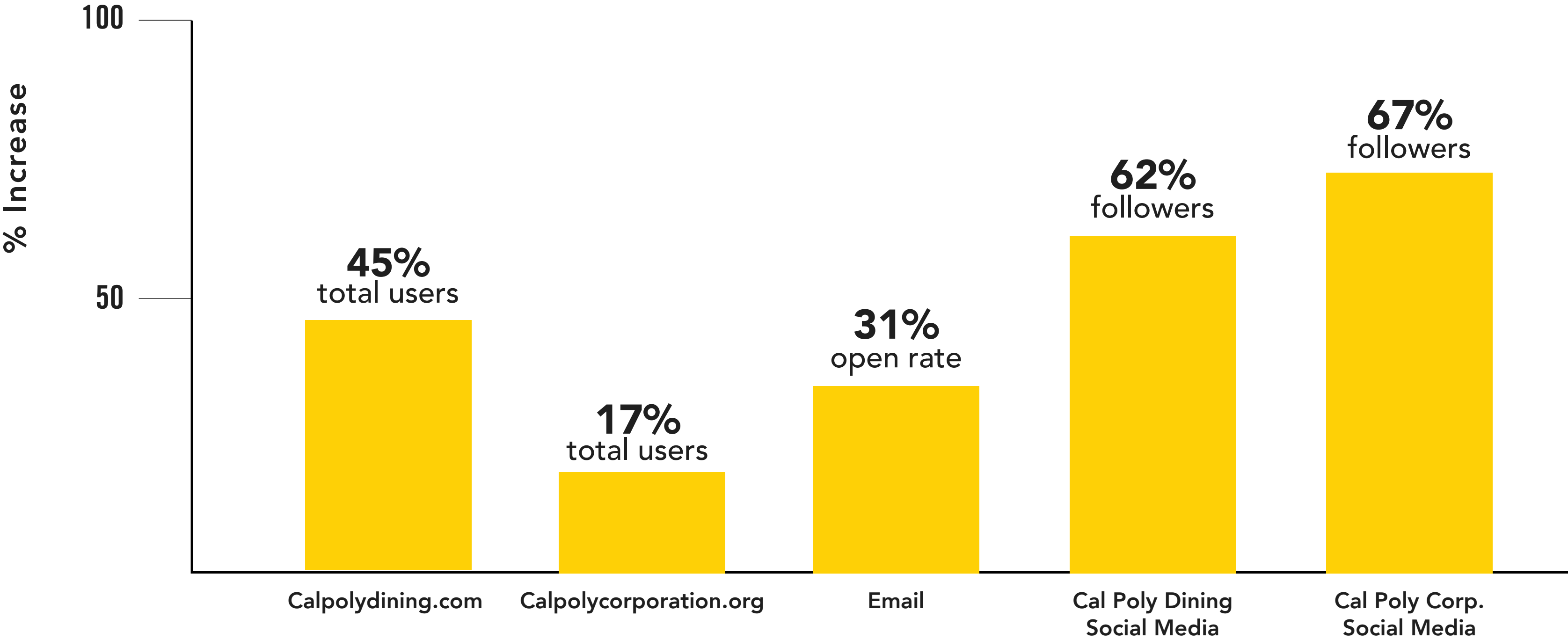
IMPACT OF TRANSFORMATION

We have raised our visibility year over year.



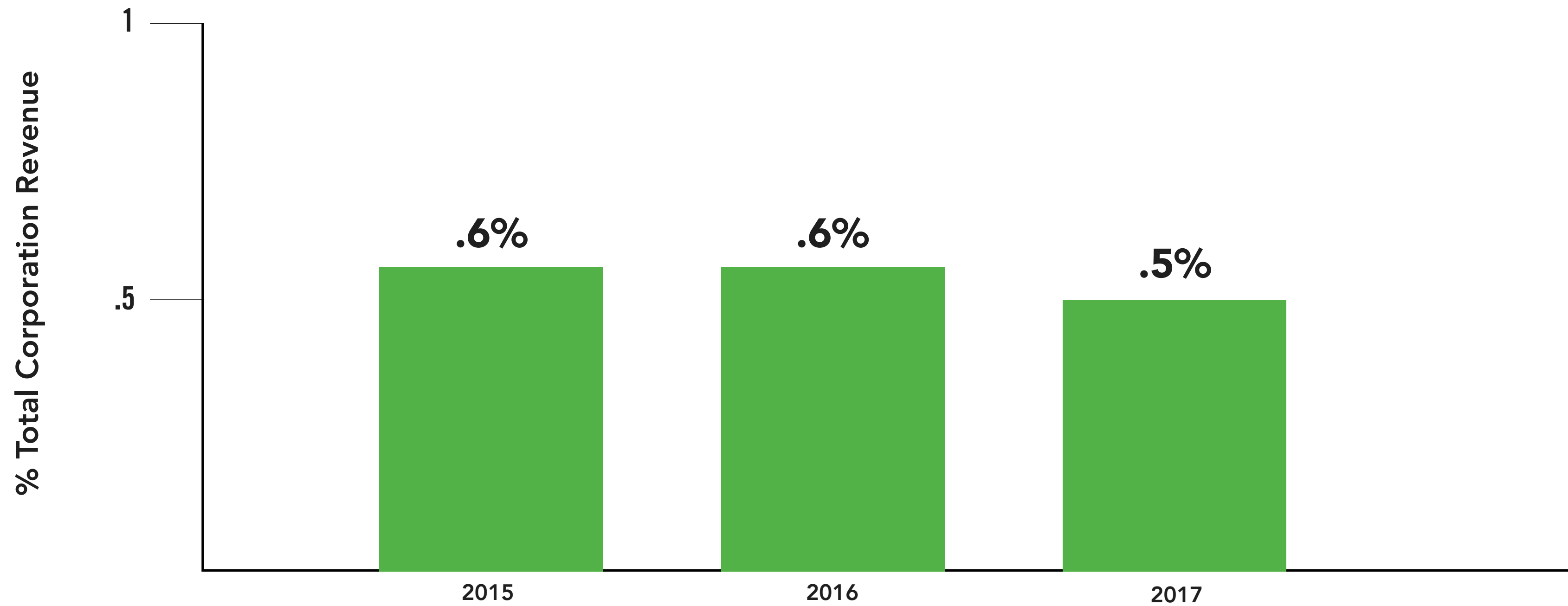
IMPACT OF TRANSFORMATION

We have strengthened our relationships with students and the campus with increased engagement year over year.



IMPACT OF TRANSFORMATION

We have maintained our costs while increasing our impact.



IMPACT OF TRANSFORMATION

We are seen as a leader on campus.




Increase in requests
to help others



Interest in sharing
results with others

TRANSFORMATION TAKEAWAYS

A group of people in a meeting room looking at a whiteboard with handwritten notes and diagrams. The image is overlaid with a dark green tint. The text is centered and reads:

Take a phased approach
Build on the shoulders of giants
Templates are your friend
Share results

SOURCES

<http://socialmarketing.org/archives/generations-xy-z-and-the-others/>

<http://www.thedrum.com/opinion/2015/08/03/spotting-difference-between-baby-boomer-and-generation-z-and-why-it-matters>

<https://www.adweek.com/digital/josh-perlstein-response-media-guest-post-generation-z/>

<https://www.forbes.com/sites/forbescoachescouncil/2017/03/03/generation-z-12-important-things-companies-need-to-understand/#4aded2b61fe>

<https://www.forbes.com/sites/deeppatel/2017/11/27/5-d%E2%80%8Bifferences-%E2%80%8Bbetween-%E2%80%8Bmarketing-%E2%80%8Bto%E2%80%8Bm%E2%80%8Bmillennials-v%E2%80%8Bs%E2%80%8B-%E2%80%8Bgen-z/#1009f8ed2c9f>

<https://www.forbes.com/sites/forbesagencycouncil/2017/03/24/think-beyond-millennials-12-ways-your-brand-can-engage-gen-z/#6d2854841e8d>

<http://danschawbel.com/blog/39-of-the-most-interesting-facts-about-generation-z/>

<https://www.adweek.com/digital/josh-perlstein-response-media-guest-post-generation-z/>

<https://www.inc.com/bill-murphy-jr/millennials-gen-z-prefer-texting-to-human-conversations-new-study-says-plus-5-other-findings.html>

https://www.huffingtonpost.com/entry/generation-z-app-stickers_us_5908875ce4b02655f84088cb

<https://www.adweek.com/digital/cracking-the-code-to-understand-gen-z/>

<https://www.forbes.com/sites/deeppatel/2017/05/30/gen-z-hates-tv-and-what-that-means-for-traditional-advertising/#59e241b932ed>

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/02/22/13-strategies-for-marketing-to-generation-z/#5d53602631c3>

https://www.huffingtonpost.co.uk/entry/the-media-habits-of-millennials-generation-z-and-the-rest-of-us-in-five-key-charts_uk_5a149436e4b0815d3ce65ac5?guccounter=1

<https://www.mediapost.com/publications/article/269834/gen-z-at-the-movies-re-imagining-the-cinema-exper.html>

https://www.huffingtonpost.co.uk/entry/the-media-habits-of-millennials-generation-z-and-the-rest-of-us-in-five-key-charts_uk_5a149436e4b0815d3ce65ac5?guccounter=1

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/02/22/13-strategies-for-marketing-to-generation-z/#5d53602631c3>

<https://www.today.com/money/generation-z-eclipse-millennials-economic-force-says-goldman-sachs-t59436>

<https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>

<https://www.nytimes.com/2018/08/02/education/learning/generationz-igen-students-colleges.html>