

MSU INVESTMENT PROPOSAL FOR INSTITUTIONAL PRIORITIES

PROPOSAL OVERVIEW

Title	Media Tracking Software	Request Date	01/18/2012
Department	University Communications	Email	tcalcagni@montana.edu
Requestor	Tom Calcagni, Jacob Dolan	Phone	406.994.4571

STRATEGIC ALIGNMENT

Core Themes and Objectives (check all that apply)

Educate Students

- Our graduates will have achieved mastery in their major disciplines
- Our graduates will become active citizens and leaders
- Our graduates will have a multicultural and global perspective
- Our graduates will understand the ways that knowledge & art are created and applied in a variety of disciplines
- Our graduates are prepared for careers in their field
- We will provide increased access to our educational programs
- Communities and external stake holders benefit from broadly defined education partnerships with MSU

Create Knowledge and Art

- Students, faculty, and staff will create knowledge and art that is communicated widely

Serve Communities

- We help meet a fundamental need of the citizens of Montana by providing degree programs for our students
- We help meet the educational needs of the citizens of Montana by providing a wide range of educational opportunities to a variety of students
- Our students, faculty, staff, and administrators reach out to engage and serve communities
- Our students, faculty, staff, and administrator reach in to build the university community

Integrate Learning, Discovery, and Engagement

- Each graduate will have had experiences that integrate learning, discovery and engagement
- Outreach activities will educate students and address the needs of the communities we serve
- Students, faculty, and staff will create knowledge and art that addresses societal needs
- MSU is a community that will be characterized by synergy within and across disciplines, roles and functions.

Stewardship

- The public trusts the institution to operate openly and use resources wisely
- The faculty and staff are well-qualified and supported
- MSU will support Native American students, programs, and communities
- MSU will be an inclusive community, supporting and encouraging diversity
- Our publicly provided resources are used efficiently and effectively
- Natural resources are used efficiently and sustainably
- MSU nurtures a culture of resource conservation and ecological literacy among students, faculty and staff
- Our physical infrastructure (e.g., building, equipment, open spaces) will be well-maintained and useful

INSITUTIONAL BENEFIT

Campuses	<input checked="" type="checkbox"/> Bozeman <input checked="" type="checkbox"/> Billings <input checked="" type="checkbox"/> Havre <input checked="" type="checkbox"/> Great Falls <input checked="" type="checkbox"/> FSTS <input checked="" type="checkbox"/> Extension <input checked="" type="checkbox"/> MAES
Cross Depts	Please List: All departments that distribute news and online media would benefit.

TIMEFRAME

Proposed Dates	Start: As soon as feasible.	End: On-going
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COST AND REQUIREMENTS

Funding Type	One-Time (\$)	Multi-Year (\$)			Base (\$)	FTE
		Year 1	Year 2	Year 3		
Personnel (w/benefits)						
Materials & Supplies						
Travel						
Contracted Services		24,000	24,000	24,000		
Capital						
Other Operations		8,000	8,000	8,000		
TOTAL		32,000	32,000	32,000		

<p>Please comment, if necessary, regarding cost and requirements.</p>	<p>The contracted services cost of \$24,000 annually is an estimated cost for the annual license of a media tracking software package. The actual cost will be dependent on the solution selected through an RFP process.</p> <p>The operations item of \$8,000 annually is to hire student help (20 hours per week) to organize the data collected through the software into meaningful reports.</p>
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PROPOSAL SCOPE

Describe the Proposal

Background:

Strategic communications affect the overall brand reputation of Montana State University and impact every unit of the university. Montana State is the subject of millions of news articles, broadcast reports, blog posts, media mentions and social media conversations each year. Currently, MSU does not employ a media monitoring system to evaluate the extent and value of the news coverage the university receives from regional and national media. While University Communications relies primarily on Google Search track mentions of the university online and in the news media and Google Analytics to understand and measure the number of readers who visit MSU's Web domain, these free services do not provide a complete picture of the breadth and depth of MSU's broad public exposure. And, more importantly, they do not provide the baseline data available to many other colleges and universities that are necessary to make sophisticated media decisions in a noisy, complex and competitive information marketplace.

Problem:

MSU has no credible way to measure the return on its investment (ROI) in external media relations and online communications. Specifically, MSU are unable to assess the value of its communications vehicles, consider which types of stories and communications create the strongest positive or negative emotional reactions to the university, identify individual journalists throughout the United States with whom an ongoing working relationship would increase the amount of news coverage MSU receives or analyze how University Communications could better engage its audiences.

Because the university lacks the ability to track and analyze the ways stories and information about MSU are being presented across the media landscape, University Communications is at a disadvantage in developing communications strategies and tactics that will best ensure that MSU's messages reach and impact their target audiences in Montana and throughout the world.

Proposal:

This proposal is for the investigation, purchase and implementation of media tracking and analysis software. Media tracking software will facilitate the university's ability to monitor the usage of its communications, measure media presence against its recognized competitors, evaluate the editorial tone of media coverage about the university and better understand and engage in the online conversations already occurring about the university. The media tracking and analysis software will allow the university to determine the ROI of each significant communications activity or campaign and begin to develop a baseline for assessing the value and impact of future communications activities.

PROPOSAL SCOPE

Describe the broader impacts and benefits of this proposal

The purchase and implementation of media tracking software will measure the return on investment (ROI) value of MSU's media and communications efforts. It will significantly enhance its ability to control and guide the national news media and online conversation involving the university. The software would allow the university to markedly better understand how its news is used, whether it has a positive, negative or neutral impact, and identify those in the media and in the blogosphere who are MSU's advocates, influencers and detractors.

Media tracking software will:

Enable University Communications and other units of the university, included but not limited to Athletics, Admissions, Alumni Foundation and Museum of the Rockies, the ability to measure and evaluate the Return on Investment for the university's or unit's media efforts. This will allow the university to effectively evaluate message adoption, identify publicity and branding opportunities, track its momentum and that of its competitors, identify competitive threats and manage crisis communications more effectively, increase MSU's ability to engage its advocates and address its detractors. By identifying influencers among journalists and bloggers, the university can build relationships with key journalists and help influence the way MSU is perceived in and covered by the news media.

Track interactions between the university and the media. This enables the university to create media contact lists and manage relationships with individual journalists, while engaging them through a single database system.

Enable MSU to monitor and participate in the online conversations surrounding the university, giving MSU a better understanding of how it is perceived, vastly increasing the university's ability to utilize its advocates to engage its detractors in public debate.

Enable MSU to measure the tone of the messages and conversations surrounding the university. This would allow the university to identify positive and negative trends in the media and significantly increase its ability to make informed decisions about how it should respond.

Manage and measure MSU's efforts in social media through monitoring, analysis and contact management.

Maintain a national media database allowing the university to better manage contact information with journalists, media outlets, and analysts and to track potential opportunities such as awards, speaking opportunities and public events.

Monitor and manage a virtual news clipping service, enabling the university to maintain an historical record of its media coverage in print, online (Web, social media, blogs, RSS) and broadcast.

Coordinate and manage media projects from the media pitch to a press release to a public event.

Manage press releases through email tracking would provide the university with metrics on who is receiving the university's releases and what information they download (photos, documents).

ADDITIONAL INFORMATION

Implementation Plan *(Please describe with timelines)*

Phase 1: Develop needs assessment and requirements for the media tracking software. This would begin as soon as funding is approved. This phase should take two to four weeks.

Phase 2: Publish and process Request for Proposals (RFP). This phase will take two months to develop and complete.

Phase 3: Product purchase and implementation. This phase will take up to one month.

Phase 4: Integrate software into workflows in our news, media and social media efforts.

Phase 5: Continual assessment of value of our communications efforts.

Assessment Plan *(Please describe with indicators)*

Critical Success Factors:

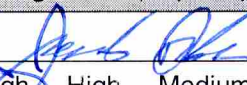


1. Must be able to track and return value of communications in the media, blogosphere and other social media channels.
2. Must be able to track tone of conversations and media coverage.
3. Must be able to track conversations and engage advocates and detractors in the media, blogosphere and other social media channels.
4. Must be able to connect and facilitate relationship building with influencers and journalists in the national media.
5. Must be able to adapt and evolve with emerging technologies and identified needs.

Indicators:

1. Value associated with communications.
2. Number of media pickups in targeted markets or topic areas
3. Number of students, alumni and community members engaged in conversation about the university.
4. Total audience coverage nationwide, in the state of Montana, in Bozeman as well as targeted geographic areas and among key demographics.

If assessed objectives are not met in the timeframe outlined, what is the plan to sunset this proposal?

Should the investment in the news management system be evaluated poorly, the contract with the hired service would be allowed to expire.

SIGNATURES					
Department Head (please print)		Signature (required)			Date
Dept Head Priority (please circle one): Very High High Medium Low Very Low					
Dean/Director (please print)		Signature (required)			Date
Jacob Dolan					1/18/2012
Dean/Director Priority (please circle one): <u>Very High</u> High Medium Low Very Low					
Executive/VP (please print)		Signature (required)			Date
 Tom Calcaque					1/18/12
Executive/VP Priority (please circle one): <u>Very High</u> High Medium Low Very Low					