**MILITARY FRIENDLY EMPLOYEER (MFE) DESIGNATION**

MARKETING COMMUNICATIONS PLAN IMPLEMENTATION PROPOSAL FOR DECEMBER 2016

**GOAL**

Build awareness in the media and around the campus community of the 2017 Military Friendly Employer Designation. Educate current and potential talent about MFE designation.

MFE Communications will focus on the following key areas:

Awareness of MFE designation:

WVU only higher ed. institution to receive MFE designation (John Hopkins and Emory in process)

WVU has both employer and student MF designations

Education of WVU’s eagerness to hire and support Veteran employees (Sean Frisbee – Coming Home)

**AUDIENCES**

Primary: Talent (current and potential Faculty/Staff), WVU Office of Veteran Affairs, Student Org – Veterans of WVU

Secondary: Media

Tertiary: Students and Alumni

**STRATEGY**

1. Implement an awareness campaign that highlights WVU’s unique position (employer / student designations)

2. Think about how we can incorporate MFE designation into the larger Talent & Strategy recruiting efforts

**PRIORITIES**

Primary: Talent awareness

Secondary: Media awareness

**MEASUREMENTS**

Media Channels: DA, DP, Gazette, Metro News, Statewide and Regional as measurements show success

**MARKETING AND COMMUNICATIONS PLAN**

**MARKETING TACTICS**

• Co-brand/Piggy back on the Pearl Harbor Ceremony and Veteran Luncheon on Dec. 7 / schedule photographer

• WVU Veteran buttons to support a later event

**COMMUNICATIONS TACTICS**

• News story on ENews and WVUToday, also send as media release

• Feature new MFE designation in radio broadcasts that week – men’s and women’s b-ball games/coaches shows

• Work the MFE designation into Dr. Gee’s remarks at the luncheon

• Update HR, Veterans, and Student Life web sites with logo

• Promote on HR, Student Life, and WVU social media accounts

**TIMELINE**

November Write news story

Work the MFE designation into Dr. Gee’s Veteran luncheon remarks

December Announce designation on the 5th and include event reminder in ENews/WVUToday

Dr. Gee to include designation in Pearl Harbor Ceremony and Veterans Luncheon remarks

Update HR, Veterans, and Student Life webpages with logo

Promote on HR, Student Life, and WVU social media accounts

2017 Add logo to Talent & Culture collateral as reprinting and updating is necessary

Ad placement touting the 2 designations at some appropriate time and audience