

Acting Like an Agency



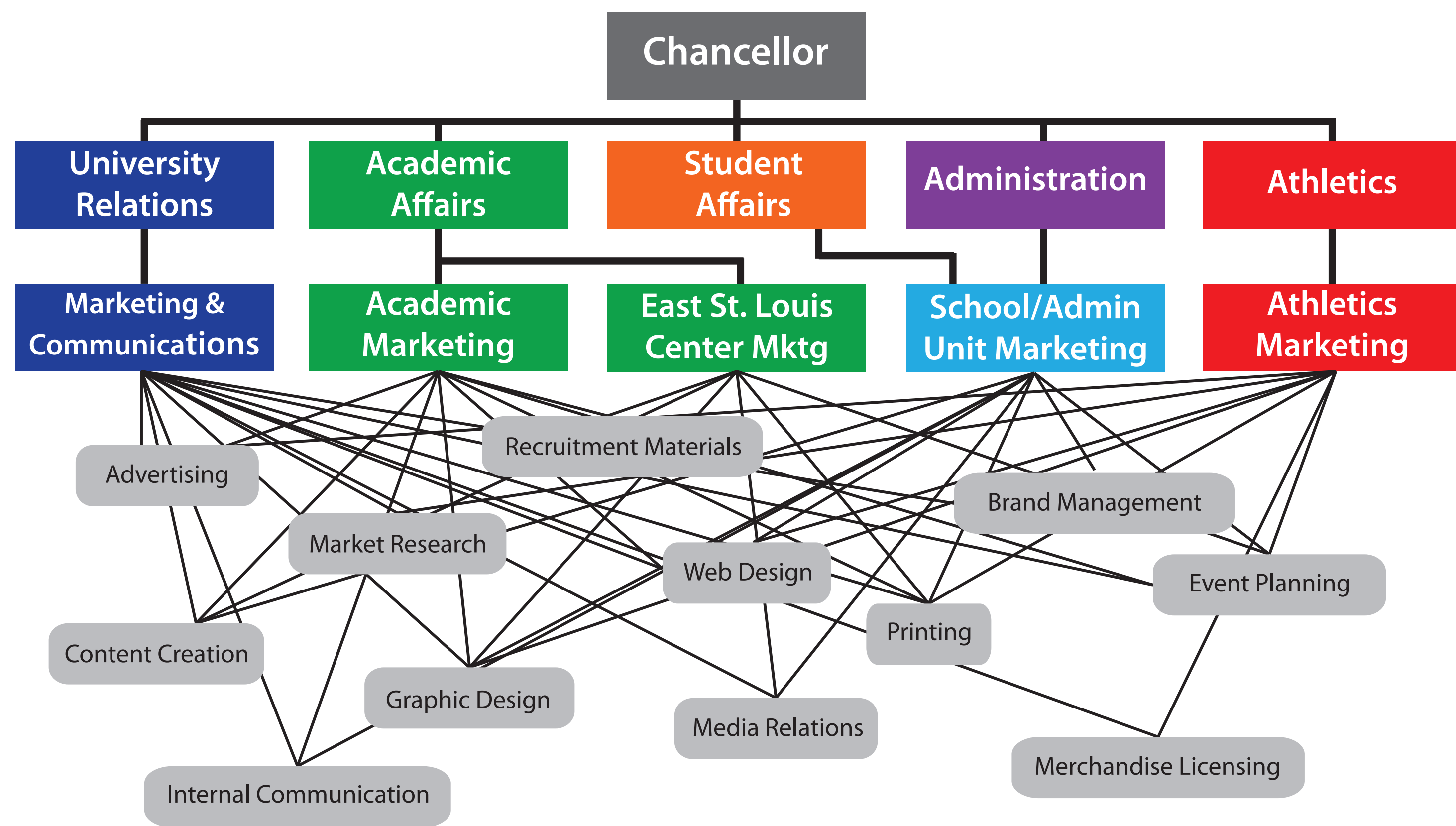
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The transition of marketing, communications and public relations units from tactical execution silos to a strategic communications “agency” serving internal “clients.”

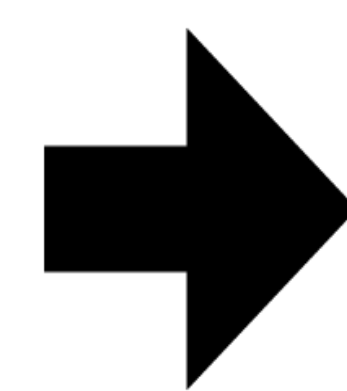
Elizabeth Keserauskis
 Assistant Vice Chancellor for University Relations, Marketing and Communications
 Email: ekesera@siue.edu
 Connect: linkedin.com/in/bethkeserauskis

What We Did



Tactical Execution Model

- Fragmented staff and resources
- Reactive, tactical execution teams aligned with organizational structure
- Tensions over territory, ownership and resources
- No integration
- Lack of consistency and strategic direction

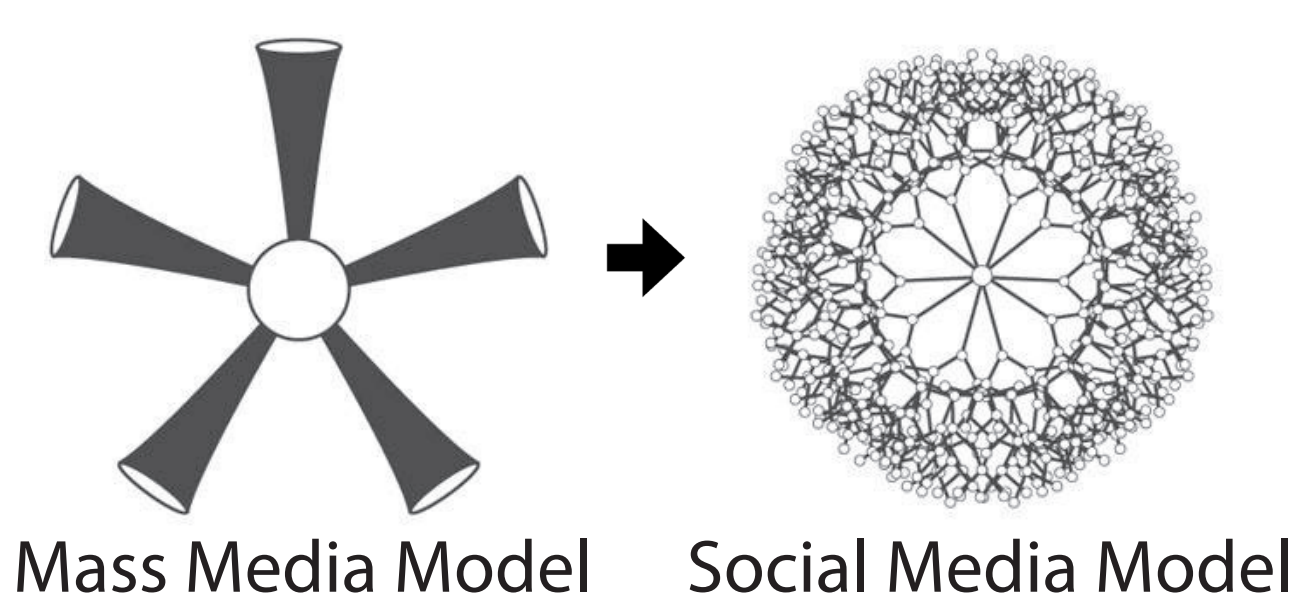


Agency/Client Management Model

- Centralized resources
- Proactive approach
- Improved and expanded services
- Common strategic vision
- Robust client-focused solutions

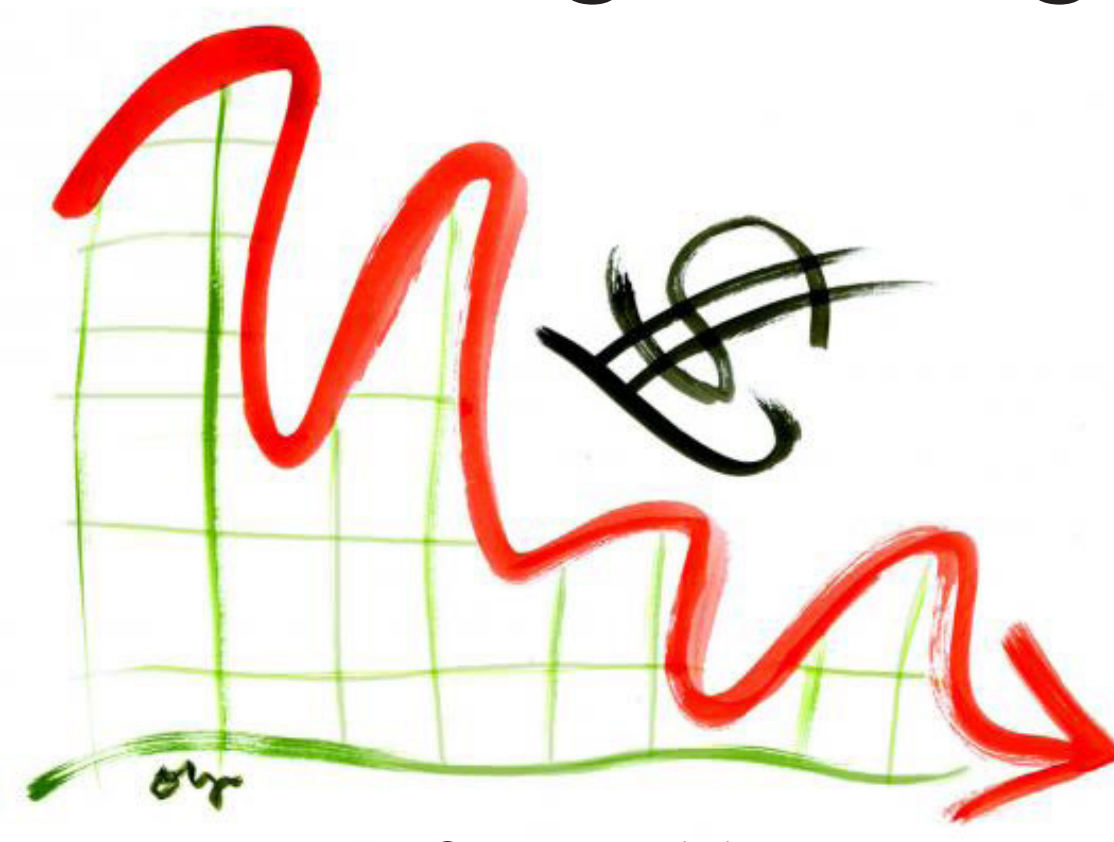
Why We Did It

The Changing Game



Source: Mike Arauz, "Thoughts on New Media and Assorted Links"

Decreasing Funding



Source: unwittingentrepreneur.com

More Competition

1. **Students**
2. **Money**
3. **Reputation**

Doing More
 (and better)
With Less

How We Got (Are Getting) There

1. Develop and Acquire Talent
2. Invest in Emerging Media and Technology
3. Gain C-suite Buy-in
4. Exceed Expectations