

KANSAS STATE UNIVERSITY FOUNDATION  
BOARD OF TRUSTEES  
2018 FALL MEETING

# Action Sheet: Supporting Communications and Marketing

## Key takeaway

K-State is modernizing its enrollment marketing strategies, especially in key out-of-state markets.

## What can you do?

If you live out of state — especially in our target recruiting markets of Missouri, Nebraska, Illinois, Colorado and Texas — you can help us tell a strong and compelling K-State story in your community. Remember these tips when talking about K-State to out-of-state prospective students and their families.

- **“K-State Family”** doesn’t translate with those who aren’t familiar with K-State.
- Lead with **OUTCOMES**. How has K-State helped you build a successful career?
- Lead with academic **QUALITY**. Talk about the strengths of K-State’s programs and scholarly environment.

## Connections needed

We are looking for people with relationships and experience with the media in our out-of-state target markets. Please reach out to Jeff Morris if you are able to lend your expertise and/or can facilitate media introductions:

**Jeff Morris**

Vice President for Communications and Marketing

785-532-2535

[jbmorris@k-state.edu](mailto:jbmorris@k-state.edu)