



04 DECEMBER 2016

# 2016 Higher Education Marketing Leaders Study

American Marketing Association  
Symposium for the Marketing of Higher Education



THE CHRONICLE  
of Higher Education



## STUDY PURPOSE



Gather data on the state of marketing in higher education

Develop industry benchmarks for spending and staff size

Evaluate the pace of growth of our industry

Identify trends and hot topics

Understand goals, responsibilities, measurement techniques

Track our industry as it matures

298 total respondents

Oversee marketing, communications, and/or university relations

4-year college or university in the U.S.

Hold highest ranking position

Able to answer questions about staff and budget

Institution Type	2014	2016
Doctoral	100	130
Masters	93	90
Baccalaureate	75	78
<b>Total</b>	<b>268</b>	<b>298</b>

# Key Findings

# Report to President

39% Doctoral

47% Masters

47% Baccalaureate

Member of  
Leadership  
Team

44% Doctoral

56% Masters

60% Baccalaureate

Been in  
Position  
Less than 3  
Years

41% Doctoral

37% Masters

46% Baccalaureate



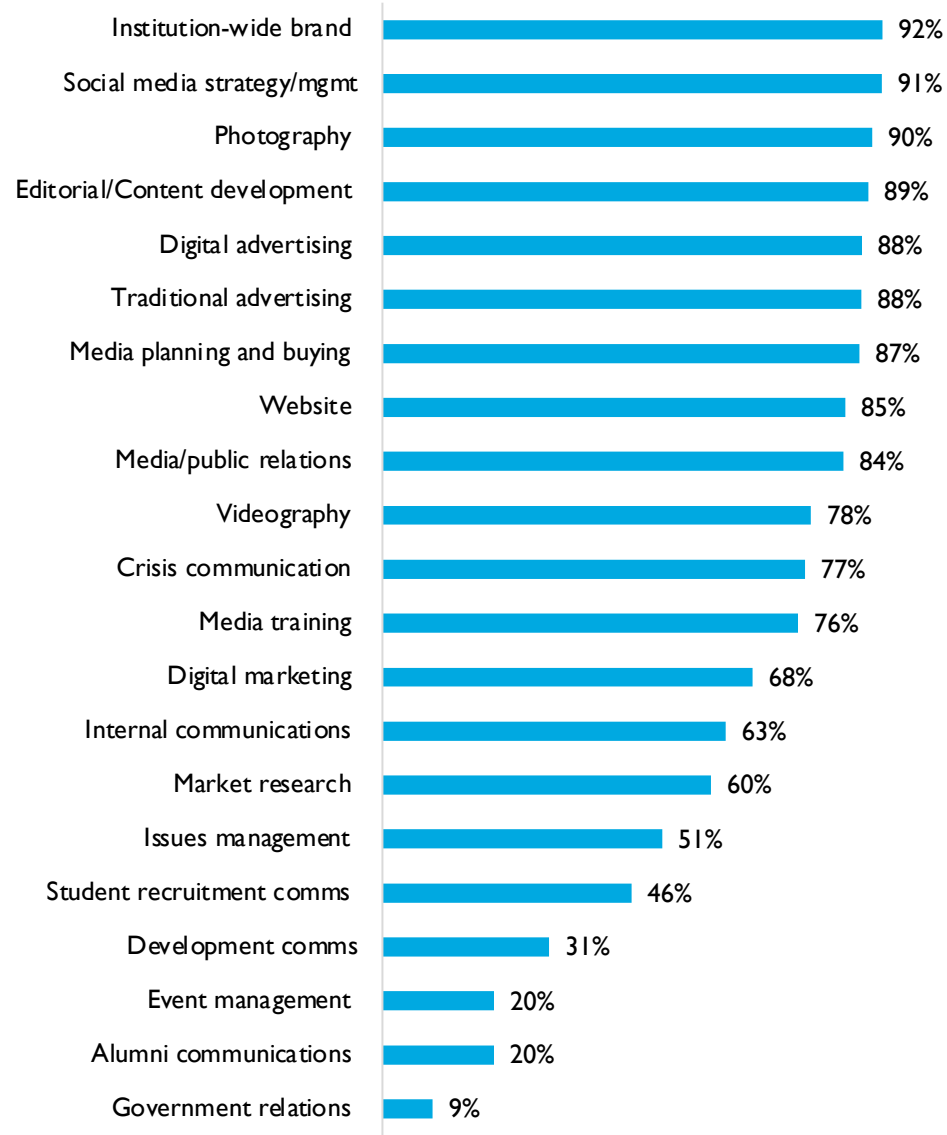
Position has  
Existed 3  
Years or  
Less

23% Doctoral

25% Masters

26% Baccalaureate

## RESPONSIBILITIES



Institution Type

Institutional Home Page

Doctoral

87%

Masters

91%

Baccalaureate

83%

Institution Type

Institutional  
Home Page

College/School  
Web Pages

Doctoral

87%

38%

Masters

91%

64%

Baccalaureate

83%

75%

## Performed or Supported by Outside Vendors

**30% to 40%**

Media Planning & Buying

Digital Marketing

Traditional Advertising

## Performed or Supported by Outside Vendors

**30% to 40%**

Media Planning & Buying

Digital Marketing

Traditional Advertising

**40% to 50%**

Photography

Videography

Digital Advertising

## Performed or Supported by Outside Vendors

**30% to 40%**

Media Planning & Buying

Digital Marketing

Traditional Advertising

**40% to 50%**

Photography

Videography

Digital Advertising

**Over 50%**

Market Research



Institution Type

Don't Know

Doctoral

30%

Masters

23%

Baccalaureate

19%



BUDGET



Institution Type	Mean	Median
Doctoral	\$2.8M	\$2.0M
Masters	\$1.8M	\$1.2M
Baccalaureate	1.0M	\$850k

BUDGET



Institution Type	Min	Max
Doctoral	\$150,000	\$8.4M
Masters	\$143,000	\$8.0M
Baccalaureate	\$26,000	\$6.0M

# Budget Has Increased in Last Year

27% Doctoral

35% Masters

25% Baccalaureate

ADVERTISING SPENDING



Institution Type	Digital	Traditional
Doctoral	\$222k	\$248k
Masters	\$214k	\$207k
Baccalaureate	\$75k	\$160k

Digital Ad  
Budget Has  
Increased in  
Last Year

56% Doctoral

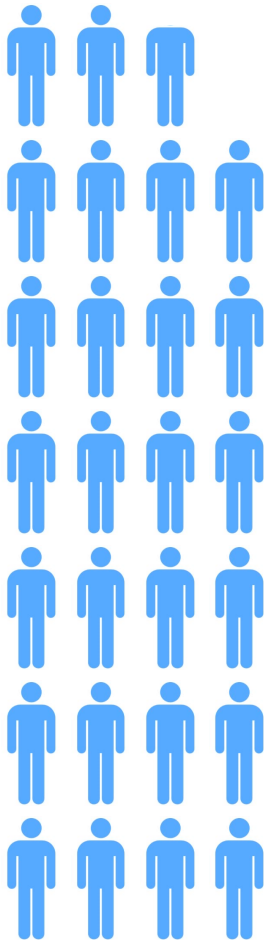
65% Masters

61% Baccalaureate

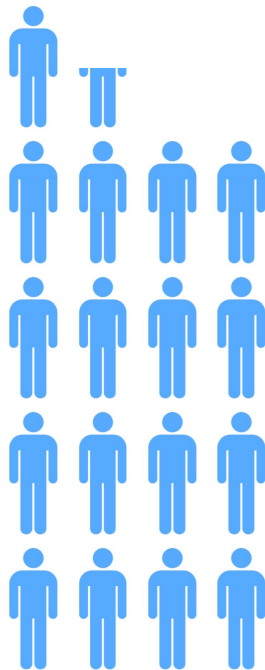
STAFF



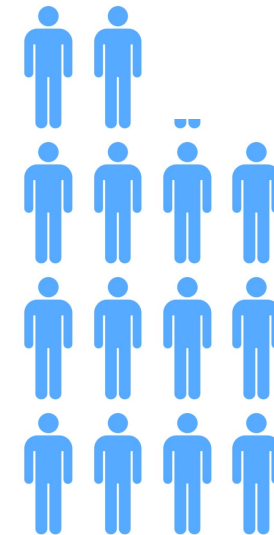
Doctoral  
Mean = 26.8



Masters  
Mean = 17.4



Baccalaureate  
Mean = 14.1



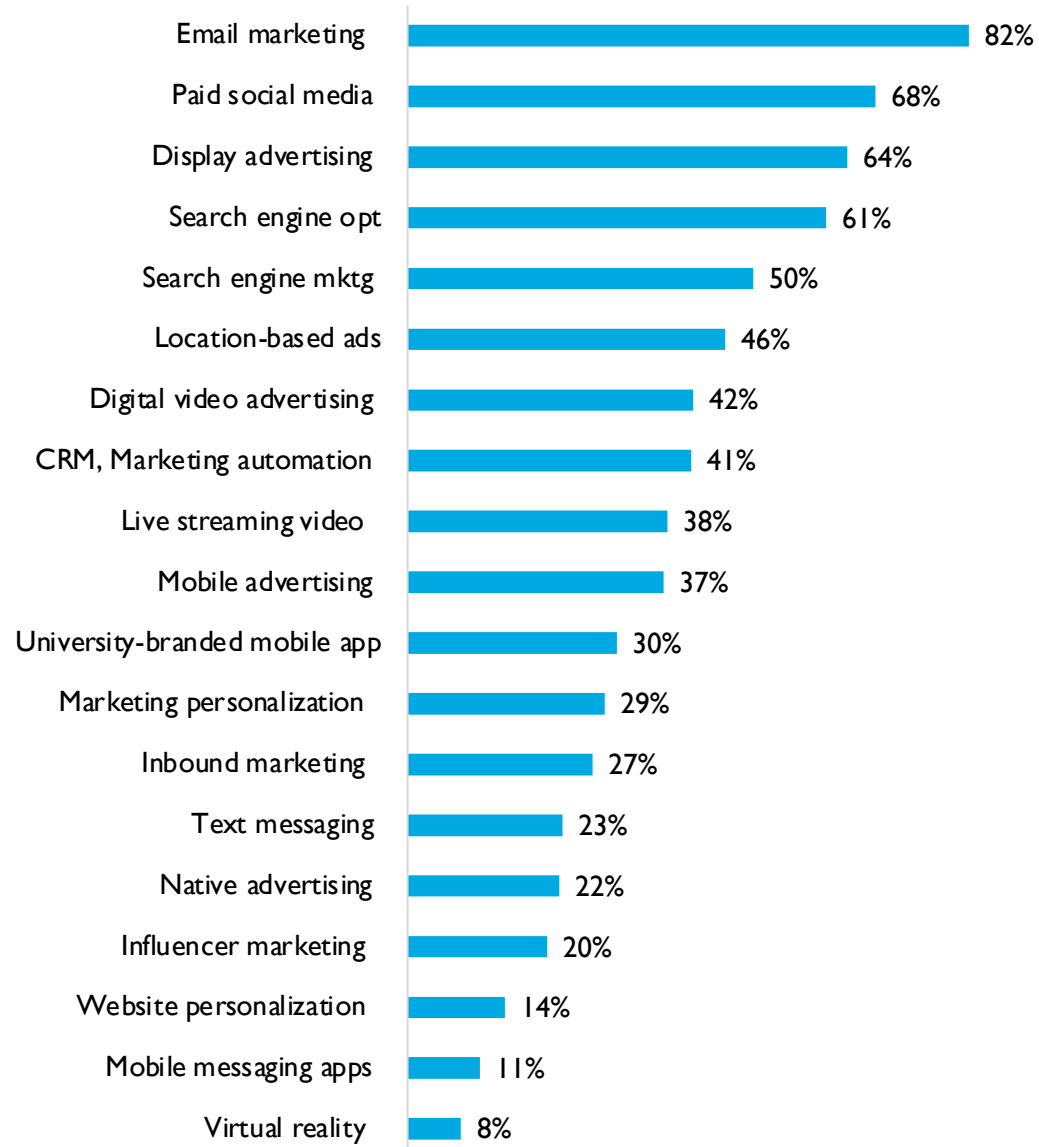
Staff Size  
Has  
Increased in  
Last Year

44% Doctoral

29% Masters

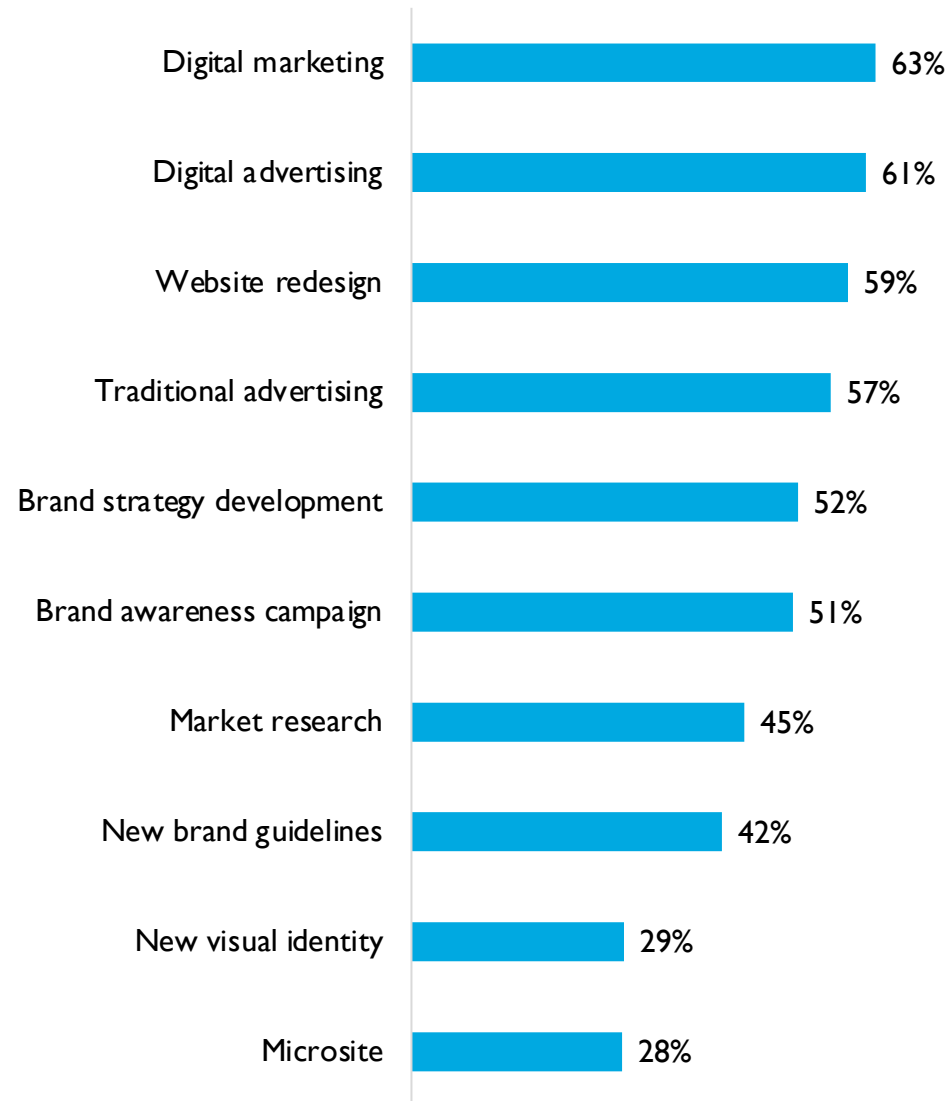
26% Baccalaureate

## DIGITAL MARKETING STRATEGIES





## SPECIAL PROJECTS



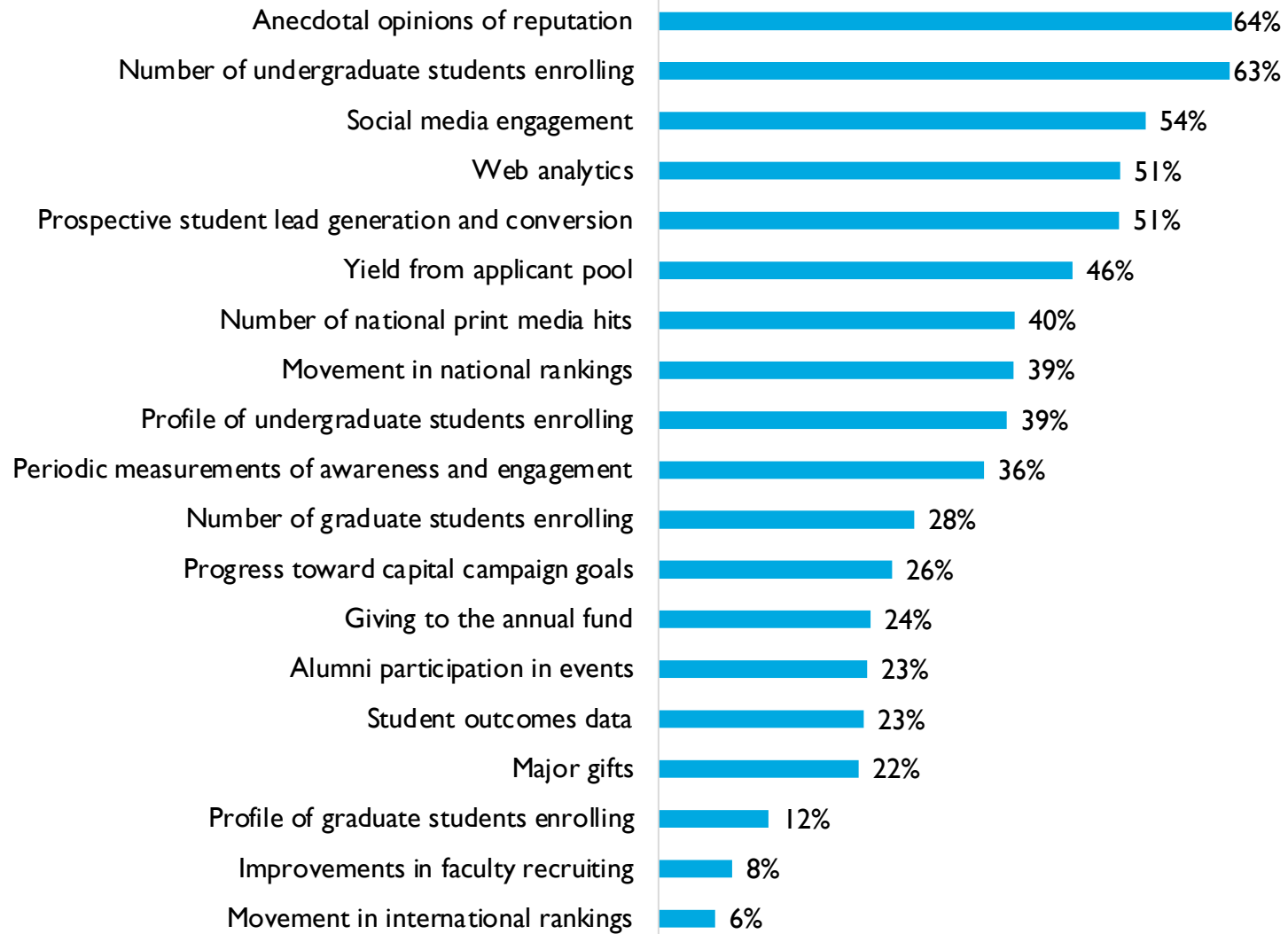
# Institution has Documented Brand Strategy

69% Doctoral

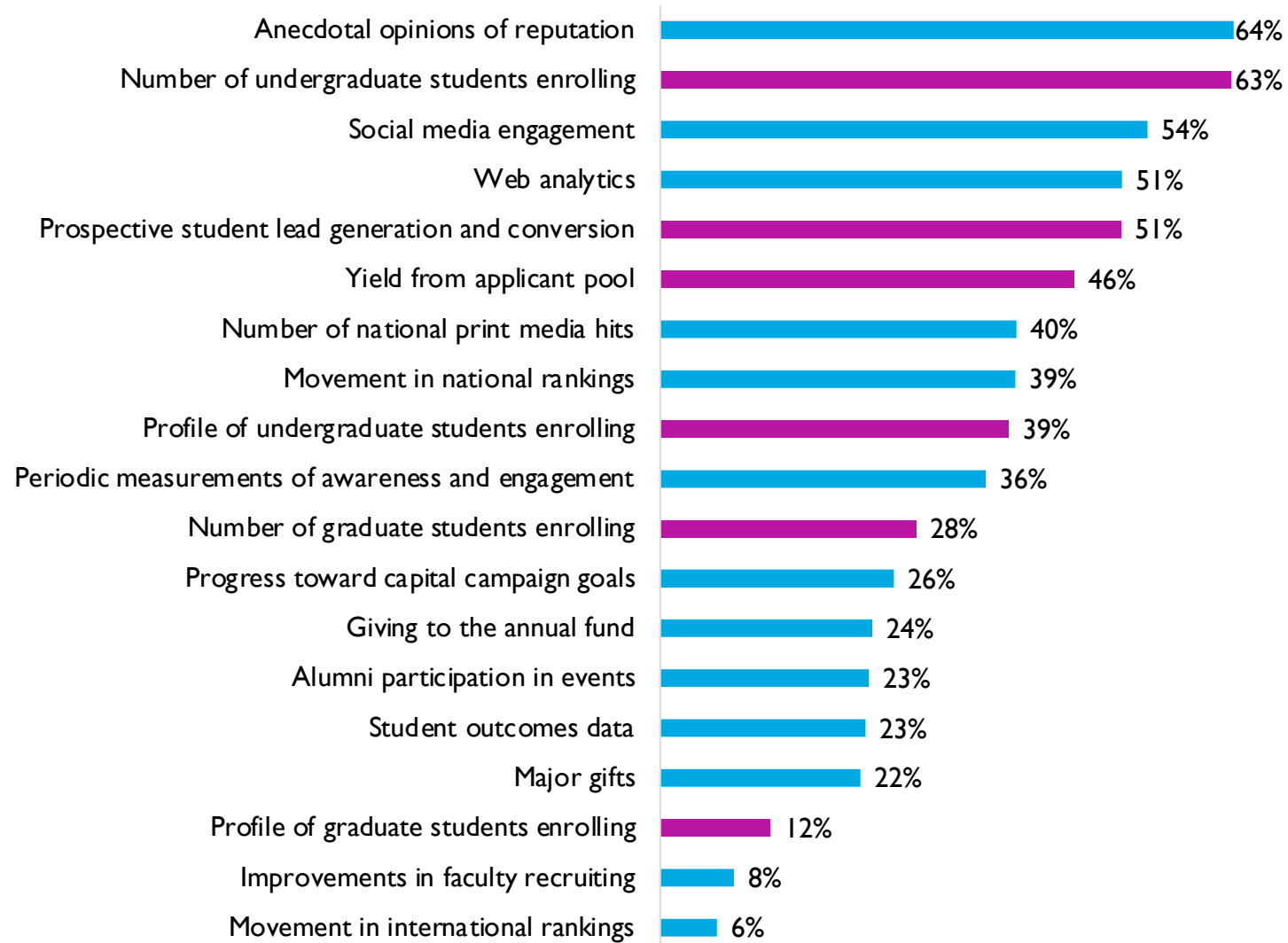
61% Masters

65% Baccalaureate

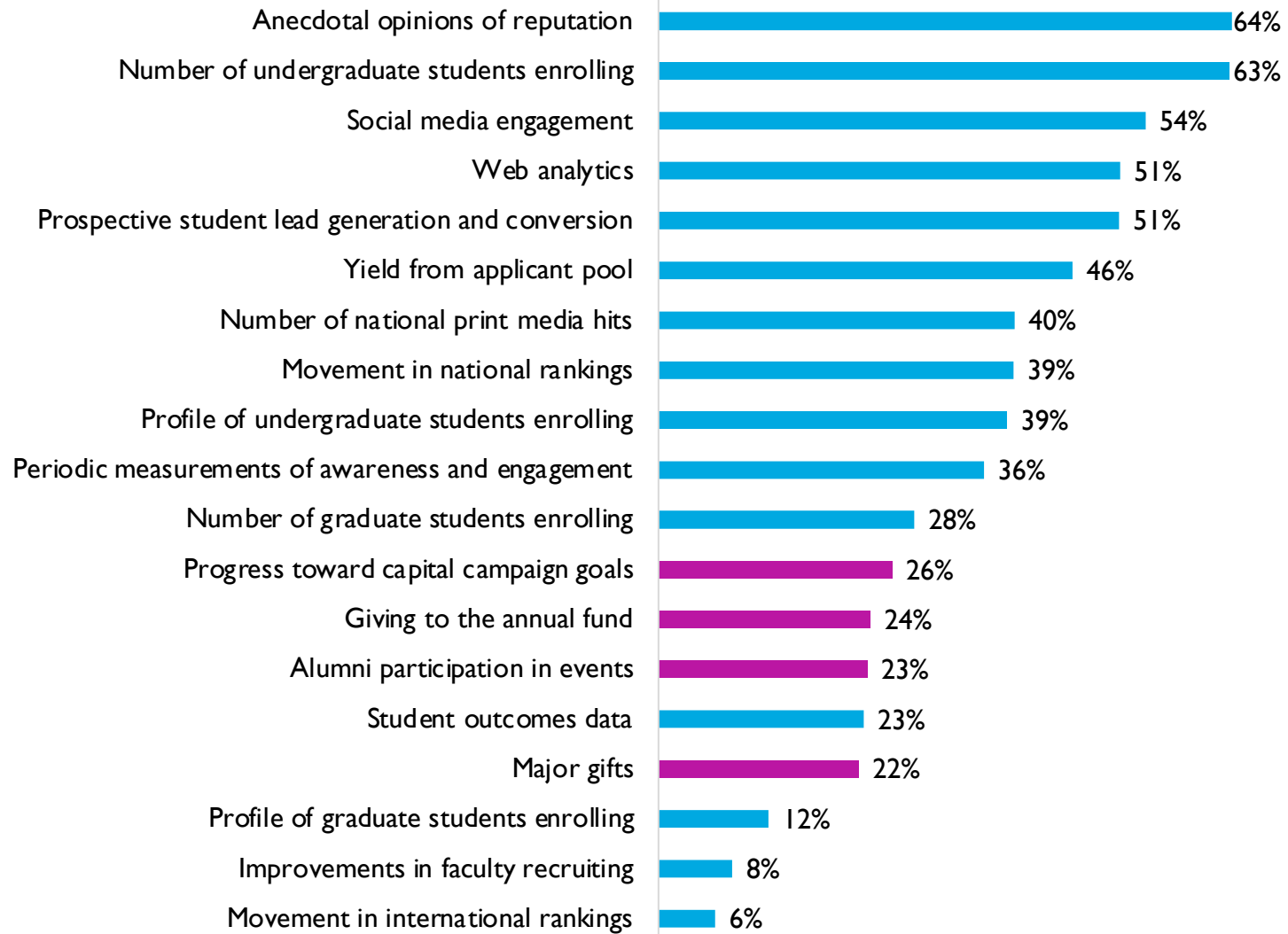
## MEASURING SUCCESS



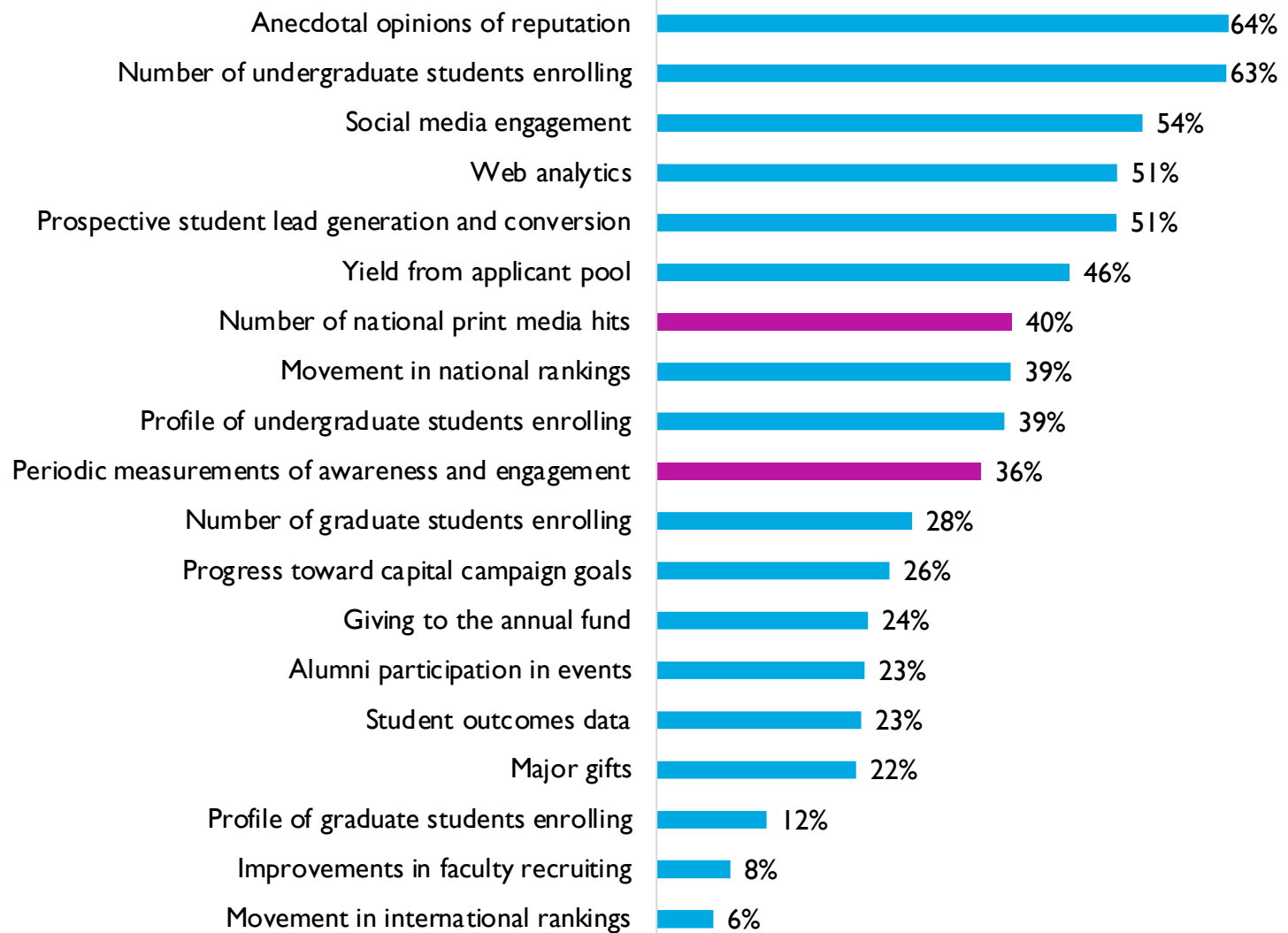
## MEASURING SUCCESS



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What was your process for identifying what differentiates your institution?

Are you able to successfully integrate your brand positioning throughout every department?

At the end of the day, what is your marketing ultimately trying to impact? And how did you arrive at that decision?

Have you been able to balance supply and demand for your departmental resources? How?

How are you driving internal stakeholders more toward data-driven decision making?

How do you convince leadership to provide you with adequate resources?

How do you develop a dashboard that reflects your impact?