

FRANKLIN PIERCE: MOVE TO UNIVERSITY STATUS

NOTES BY FUNCTIONAL AREA FROM JULY 5TH WORK SESSION

TIMELINE FOR PUBLICATIONS / PRINT MATERIALS / MEDIA RELATIONS

- Prepare immediately, in house, a “transition letter” using materials from already available campus communications as a way to inform various internal and external audiences of the exciting transition to university status. This letter would be sent out along with inquiry information, by admissions staff during school visits and at college fairs. It could also be given to those prospective students and their families as they make campus visits and at college open houses in the fall of 2006. This letter would be the first “publication” that begins to carry the messages that will be more fully developed in the “transition piece”.

- Immediate contact with Radwell organization to determine the feasibility of using them to assist with:
 - a. Independent testing of Franklin Pierce University and other names in the marketplace.
 - b. Development of the “messages” for use in transition to university status. These messages would highlight the positives of the move and have ready answers to potential negatives (higher tuition, large classes, impersonal)
 - c. Prepare a “transition piece” for use with multiple audiences. This piece would tout the move the university status with pictures and narrative that highlights the characteristics of a small dynamic private university (doctoral programs, Fitzwater Center, technology, online education, international reach, and focus on teaching excellence).
 - d. Development of branding for roll out with all new publications after January 1, 2007.
 - e. Confer with existing staff to coordinate key messages and branding with updates to the Franklin Pierce web site.

- Make contact with Highpoint Communications to seek proposal for additional six (6) months of service. Highpoint would help with fall 2006 media contacts to highlight move to university status, especially after the BOT meeting on October 12, 2006.

- Consider retaining advertising/marketing firm to roll out specialty advertising in the spring and summer of 2007 to give wide exposure the transition to university status.

- Continue to use FPC publications throughout the fall of 2006 while making EDIT changes to begin to reflect the start of the transition to university status.
- Publications distributed after January 1, 2007 will reflect major REWRITES as the word “college” is now replaced by “university”.
- Modestly EDIT the three (3) fall, 2006 mailers to indicate the planned transition to university status. It’s not important to have the new name here as yet; just make reference to the Trustee’s decision and accrediting agencies’ “green light” to make this significant change is status.
- EDIT (July, 2006) the Viewbook that will be used to recruit the fall, 2007 class. The transition letter can also be inserted into the viewbook when distributed.
- EDIT Inquiry Piece that gets mailed out between November and January targeting potential students for fall 2007 and fall 2008.
- TARGET JANUARY, 2007 AS THE TRANSITION DATE FOR ALL PUBLICATIONS TO HAVE “UNIVERSITY” LOOK, FEEL AND TEXT.
- Catalog for fall 2007 should be a major rewrite to reflect all the changes and the “arrival” of the university as students enrolling at Franklin Pierce in the fall of 2007 will be the first enrollees at the University.
- There was some discussion of the need to change the DVD/Video to reflect university status. The consensus was that this would be too costly and take too much time for little payoff. Perhaps a clip could be inserted to indicate the change in status and/or insert the transition letter as DVD is handed out or mailed.
- STATIONARY: New Franklin Pierce stationary letterhead, envelopes and business cards rolled out July 1, 2007. (Consider a recycling or other use initiative for disposition of unused old stationary.)
- DEGREES:
 - a. Spring 2007: Franklin Pierce College Degree
 - b. Spring 2008: Students have choice of FPC or new University Degree
 - c. Spring 2009: University degree
 - d. Alumni may order a new University degree after spring of 2008. There will be no charge for the replacement degree or for mailing.
 - e. Reminder to work with college ring provider and yearbook to be sure that University is correctly represented.

FRANKLIN PIERCE WEB SITE:

- Attention to the web site will begin soon, with the recognition for the need for additional resources.
- The Radwell firm will assist in this endeavor as they develop branding material.
- New web address will become effective on July 1, 2007. There will be a six (6) month “redirect” period to the new web site for those who may still use FPC.EDU.
- Franklin Pierce Online and University web sites will be activated on July 1, 2007.
- Email addresses will also be changed on July 1, 2007 to reflect the new university address. Again, the redirect feature can be used here for up to one (1) year.

LEGAL CHANGE OF STATUS DATE: JULY 1, 2007

- Official name change will become effective with the new fiscal year, July 1, 2007 (FY2008). This date is selected because so many financial and educational organizations use the July 1 – June 30 fiscal year. John Mims will coordinate much of the work in this arena.
- Immediately meet with the New Hampshire Secretary of State to reserve the trade names of Franklin Pierce University and University of Franklin Pierce. Also retain the name Franklin Pierce College to prevent its use by others.
- Develop extensive list of organizations and directories and inform them of the name change to be effective on July 1, 2007. Such groups include the US Department of Education for financial aid and other grant/contract programs, IPEDS, NEASC, NHPEC, and NHCUC.
- Review College Charter and Bylaws to make changes to reflect new University name and status. This is also a good time to review all the components of the Bylaws to assure that all is in order with Board of Trustees’ intent and practice as well as fully aligned with New Hampshire law.

Formal request to the New Hampshire Postsecondary Education Commission (NHPEC) for transition to University should be submitted by September 2006 (with NHPEC action anticipated in October 2006).

Formal notification of transition to a University should be submitted to the New England Association of Schools and Colleges (NEASC) in late September 2006.

FRANKLIN PIERCE SIGNAGE:

- Change the name of College Road to University Road. John Mims will begin discussions with the Town early this fall. Name change should become effective on July 1, 2007.
- Campus entrance sign will be changed, effective July 1, 2007.
- Signs for GPS centers will be changed during the summer of 2007
- College seal will remain “as is” except that FPC will be replaced with the new University name.

- College maintenance will identify other campus signage (Vehicles, Doors, etc.) that may need to be changed so these can be done during the summer of 2007.
- Campus Bookstore is aware of change of status and will plan for new University clothing, notebooks, caps, banners, decals, etc. once name has been approved.
- Admissions and related recruiting banners will be replaced in the spring of 2007.
- Athletic uniforms are “OK” as they all have “Franklin Pierce” alone.....unless a totally new name is chosen.

FALL 2006 OPPORTUNITY EVENTS:

- The events in the fall of 2006 will serve as an opportunity to inform many internal and external audiences of the “year of transition to university status”. In the early fall the transition letter will be the song sheet for speakers. After the Board meeting in October, the new university name can be added to the mix. Later in the fall more detail can be added after some branding work and the transition piece has been produced.
- LATE AUGUST: Sessions with early arrivals; coaches, athletes, residence assistants, orientation leaders.
- FACULTY WORKSHOP.....August 31, 2006
- FALL COMMUNITY FORUM....September 1, 2006
- PARENT’S WORKSHOP / CONVOCATION.....September 2, 2006
- NEW STUDENT ORIENTATION.....September 3 – 5, 2006
- OFF CAMPUS DIRECTOR’S / STAFF / FACULTY.....September 14, 2006
- SPECIAL MEETINGS: with the GPS campus directors and the directors of physical therapy, M.Ed., Online and D.A. programs.
- PARENT AND FAMILY WEEKEND.....September 30, 2006
- BOARD OF TRUSTEE MEETING.....October 12-13, 2006. This is the Board of Trustees meeting that will formally endorse the transition time table and will adopt the new name for the University. There will be a news conference-type event and follow-up activities for President Hagerty developed with the assistance of Highpoint Communications.
- ALUMNI WEEKEND.....October 14, 2006
- GUIDANCE COUNSELOR TOURS.....October 3 and 17, 2006
- FALL ADMISSIONS OPEN HOUSE.....November 11, 2006

FALL 2007 OPPORTUNITY EVENTS:

- By the fall of 2007 the transition to university status will be nearly complete. The entering class will be greeted as the first University entering class and signage, web presence and new stationary will signal the change.
- ALUMNI WEEKEND: The theme should focus on the new University....October, 2007.
- FOUNDER’S DAY: This event, on or about November 12, 2007, will serve as the “official end to the transition and full arrival at university status”. This will be a mid-week, public event with classes cancelled for a full community celebration.

This will be a festive, celebratory event with pomp and ceremony and with a large public invitation list. Alumni, friends, local, state and national officials will be invited. This is another media opportunity for the University and coordinating assistance from Highpoint Communications will be employed.

ORGANIZATIONAL STRUCTURE:

- There are no plans to reorganize the organizational structure of the institution as a result of moving to university status, nor are there plans for significant additional staffing.
- The President and his Senior Staff will continue to monitor all elements of the organization for efficiency, effectiveness, and functionality.