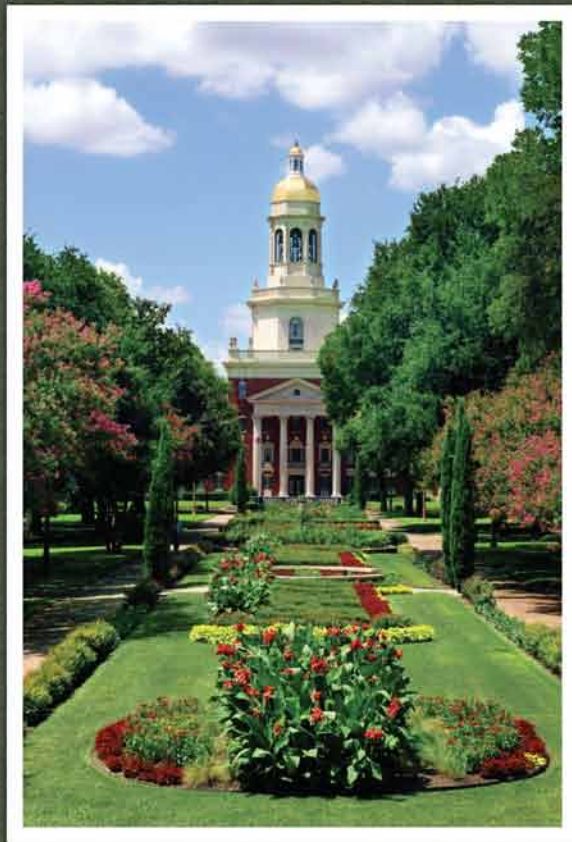


# Baylor

Annual Report 2010



BAYLOR  
UNIVERSITY

# IMPERATIVE IX

*Enhance involvement of the entire Baylor family*

**TO INVOLVE THE ENTIRE RANGE OF GROUPS** with ties to the University in meaningful relationships with Baylor, we will use emerging technologies to facilitate increased on- and off-campus events, conferences and outreach programs not only for students, faculty and staff, but also for key off-campus constituent groups. Included in the groups with whom Baylor will interact on a regular and concerted basis are prospective students and their parents, alumni, the Central Texas community, Baptists and other Christians, government and other regulatory bodies and members of the higher education community of institutions. Baylor will strengthen and focus its recruiting efforts to introduce a wider audience to the University at a younger age through the effective use of campus facilities.

## PROGRESS SUMMARY

### IMPERATIVE GOALS

- 1. Use emerging technologies to facilitate increased on- and off-campus events, conferences and outreach programs not only for students, faculty and staff, but also for key off-campus constituent groups.**

The Web, Twitter, and Facebook are utilized to communicate information about events and programs of interest to on- and off-campus constituents.

- 2. Included in the groups with whom Baylor will interact on a regular and concerted basis are prospective students and their parents, alumni, the Central Texas community, Baptists and other Christians, government and other regulatory bodies and members of the higher education community of institutions.**

Targeted communication to these and other audiences continues to be a major focus of the Marketing and Communications division through electronic, print and earned media channels.

- 3. Strengthen and focus recruiting efforts to introduce a wider audience to the University at a younger age through the effective use of campus facilities.**

A broad range of programming provides numerous opportunities to introduce prospective students, their families and other visitors to the University.

# PROGRESS IN DEPTH

## GOAL 1

*Use emerging technologies to facilitate increased on- and off-campus events, conferences and outreach programs not only for students, faculty and staff, but also for key off-campus constituent groups.*

### Marketing and Communications

To introduce prospective students and others to the campus, the Division of Marketing and Communications launched a Baylor Virtual Tour that utilizes still photography and a helicopter video tour of campus. The Council for Advancement and Support of Education (CASE) awarded the Baylor Virtual Tour a Circle of Excellence Silver for Creative Uses of Technology and New Media.

The official Baylor Facebook page launched in August 2009 and achieved 13,720 fans by the end of the calendar year. The page continues to grow in popularity.

### Baylor Network

The Baylor Network Web pages were redesigned and updated to allow easy navigation among the various networks and cities as well as easy access to event registration.

The Baylor Virtual Career Network site, which offers alumni access to jobs in various fields and career development, is being developed with a spring 2010 projected launch date.

### Office of Community Relations

The Office of Community Relations used the Web, Twitter and Facebook to communicate information about events and programs, including the Heart of Texas Community Tailgate Party, the release of a major water quality study and the announcement of the Baylor Research and Innovation Collaborative (BRIC) to be housed in the former General Tire facility on South Loop Drive in Waco.

## Conference and Event Management (CEM)

To streamline campus conference and event requests and to increase the effectiveness and efficiency of the logistical planning for those events, Baylor's Conference and Event Management (CEM) reworked software, integrated it with Baylor's Web pages, and uploaded resources and information. This upgraded system provides a user-friendly online event request form for constituents and aids the CEM staff in identifying available resources and confirming usage with constituents much faster than in previous years.

CEM's Audio Visual Services department has improved its ability to provide technical, logistical, and physical support for Baylor and the Baylor community in all facilities across campus by increasing its inventory of technical equipment and by setting up multiple systems to support the technological needs of Baylor students, faculty, staff and off-campus constituents groups.

CEM created a system of digital signage for the McMullen-Connally Faculty Center that allows for instant daily notifications, digitally displayed menus, and event time/welcome/status notifications for each meeting room.

## GOAL 2

*Included in the groups with whom Baylor will interact on a regular and concerted basis are prospective students and their parents, alumni, the Central Texas community, Baptists and other Christians, government and other regulatory bodies, and members of the higher education community of institutions.*

### Prospective Students

The Office of Campus Visits reports the following numbers of prospective students attending various recruiting events:

Event	2007-2008	2008-2009
Daily Tours	9,635	9,287
Sic'em Days (five each year)	838	816
Premieres (Fall, Winter, & Spring)	3,710	3,961
Invitation to Excellence	78	96
Know Where You're Going	413	355

CEM welcomes a myriad of summer programs in June and July each year that bring 7,500 to 12,000 youth and prospective students to campus. There were 61 such programs in summer 2009.

Prospective students are the target of a collaborative flow of communication from Marketing and Admissions. New items of significance include:

- Reshaping of recruitment and image advertising designs for ads placed in national publications such as *Time*, *Newsweek*, *U.S. News & World Report*; as well as national and regional radio advertising.
- Restructuring and repositioning Invitation to Excellence, an on-campus recruitment event for high-ability students.
- Completed a thorough review of the daily visit experience resulting in the design of new printed materials, tour route and script, new tour buses, pre- and post-visit communication and recommendations for visit center renovations to enhance the on-campus experience.
- The fall 2009 class is the first recruited class to have utilized a new admissions website and goBAYLOR system launched in summer 2008. The goBAYLOR system, designed and developed in conjunction with ITS Internet Services, Admissions and Marketing's Electronic Communications, is the central system for communicating with prospective students and routing them through the steps to become a Baylor student.

### Parents of Students

- The Parents League co-hosted a parents-only dinner with the Division of Student Life each evening of summer orientation June 9-25. More than 1,600 parents of incoming freshmen and transfer students attended the dinners at which the Parents League program was presented and a panel of parents of current students responded to questions from new parents to the University community.
- A total of 50 student send-off parties, which serve as an opportunity for students and parents to meet other

Baylor families in their hometowns, were held across the nation during July and August 2009 involving more than 2,600 incoming and returning students and their parents, alumni and friends of the University.

- In addition to the 50 Student Send-Off Parties, more than 224 Parents League sponsored events and meetings were held involving more than 4,700 parents and students. These events included chapter meetings, 1st Call to Prayer group gatherings, leadership meetings and Bear Care packaging parties.
- A University calendar was mailed to 11,700 parent households on August 1, 2009.
- Activities for Parents Weekend (September 18-19, 2009) included a leadership/volunteer appreciation breakfast attended by more than 55 parents and recognition of Gretchen and Sandy McCormack as Parents of the Year.
- *Perspectives*, the Parents League newsletter, was converted from its previous printed and mailed paper format to an online publication and sent via email to parents of enrolled undergraduate students for whom email addresses are available in Banner. Two positive outcomes have been the ability to communicate with parents more often and helping to save our natural resources by "going green."
- The Parents Fund received \$115,813 in gifts and pledges from parents of current students.
- The Student Emergency Fund provided 148 students awards totaling \$98,908. This total reflects \$48,000 awarded to victims of Hurricane Ike.
- The Parents' Helpline received and responded to more than 900 emails and telephone calls.

### Alumni

Communication with alumni has been enhanced through the continued work across all sections of Marketing and Communications.

- Baylor Proud initiated the collection of "alumni proud" stories in spring 2009 to generate leads for great stories that could be told about alumni within Baylor Proud and *Baylor Magazine*.
- The Winter 2009 edition of *Baylor Magazine* included a Class Notes section, one of the most popular

features of most alumni magazines. The section will be a regular feature of *Baylor Magazine*.

- “Welcome Home,” a special Homecoming publication, provided the University with a strong and positive voice to alumni returning for Homecoming. The publication was distributed through area hotels, the Baylor Bookstore, the football game, at a variety of events and kiosk locations on campus.
- *Baylor Magazine* enhanced the alumni content with features about successful alumni along with stories describing how students continue to be engaged in life-changing events, mission trips and lives of service to others.
- Placed news stories in Waco media market and educational trade publications that accurately conveyed Baylor’s proposal to merge the alumni association with the University and the subsequent rejection/withdrawal of the proposal.
- Placed news stories in the *Houston Chronicle* and other Houston-area news media that highlighted the life’s work of alumna, former Houston City councilwoman and former regent Eleanor Tinsley at the time of her death.
- Placed news stories in Waco media market on Homecoming 2008 to support efforts in generating attendance.
- Created a new Alumni Web page that serves as the foundation for future enhancements as the University rolls out an alumni relations effort.
- Distributed the annual University Christmas eCard to 75,193 unique email addresses (alumni and current students) in December of 2009. Unique individuals opening the eCard in 2009 reached 7,187 compared to just under 6,500 the previous year.
- Developed and launched an official Facebook page for Baylor University. The page was made available to the general public in fall 2009. As of mid-December, the number of

fans of the page was almost 14,000. The age breakdown for fans of the site is as follows:

Age Range	% of Population
13-17	10%
18-24	30%
25-34	27%
35-55	17%
45-54	11%
55+	5%

The Baylor Network continues to strive to achieve the mission to develop an extensive network of constituents.

- From June 1, 2008, through May 31, 2009, we brought more focus to events and hosted 576 events with approximately 18,000 attending. This number is up from 555 events in 2008 and 507 events in 2007.
- These events were hosted in 56 cities in Texas up from 55 communities in Texas in 2008, up from 52 communities in Texas for 2007.
- The Network focused on 50 cities outside of Texas in 2009 compared to 54 in 2008 and 48 in 2007.
- The Network focused on 23 states in 2009 compared with 24 states in 2008. Nevada was the only state dropped this year.
- A total of 16,309 attendees were captured in the EPIC (event system) for 2009. It is estimated that an additional 2,000 attended events such as young graduate activities, game-watching parties, and some women’s group activities which do not require payment or registration.
- The Baylor Business Network again focused on cities with viable numbers of alumni and friends and added an important emphasis on careers. The business network hosted 76 events in 2009 and had 3,108 attend compared with 75 events with 2,218 attendees in 2008.
- The Global Network continued to build strong relationships within the Baylor international student and faculty population in Waco, as well as broadening and developing ties with Baylor around the globe in collaboration with the Center for International Education, Career Services, University

Ministries and numerous other “global-thinking” offices, both academic and administrative. Global Network events were held in four countries this year as well as numerous encounters on the campuses of partner international universities and businesses.

- The 13 women’s networks continued to offer a variety of opportunities for social interaction and fund-raising for their scholarship goals. They hosted 61 events and had 2,705 attend in 2009 compared to 86 events with 2,368 attendees in 2008.
- The growth of the Baylor Sports Network spotlights the cooperative effort among the Baylor Sports Network, Baylor Bear Foundation, “B” Association and the Baylor Athletic Department. This Network hosted 62 events with 4,532 attending in 2009 compared to 47 events with 4,267 sports fans attending in 2008 and 39 events with 2,905 attending in 2007.
- A Virtual Career Network for alumni is in the final stages of development. It will include tips for job search, job postings, testimonies from satisfied alumni, links to Baylor Network events, other career tips and job postings, podcasts and webinars. Target date for implementation is February 2010.
- The Baylor Network increased the focus on career support for alumni who are looking for jobs as a result of the economy. This program includes the Career Advancement Network taken to Houston, Dallas and Fort Worth in 2009. Experienced career counselors conducted workshops for the attendees in these cities.
- In conjunction with the National Day of Prayer, the Baylor Network continued to host “The Baylor Day of Prayer” in Dallas. Alumni volunteers in the communities recruit others to pray for our national leaders, state/local leaders, educators, military, Baylor administration and faculty and Baylor students.
- Diadeloso continues to bring families together for a relaxing and fun day in the three major areas in Texas: Dallas/Fort Worth, Houston and San Antonio/Austin.

- Singspiration at Homecoming continues to be a highlight of the weekend. With direction by the Baylor Network, Singspiration has become the reunion of all who love church music through the ages. It was standing-room-only in the sanctuary of 7th and James Baptist Church for this event, which focused on missionaries as a theme, guest singers and spokespersons.

The Baylor Network also began a new program in 2009, designed to inform students about the Baylor Network and the opportunities provided for them after graduation. This Future Alumni Network utilizes already existing activities involving students and provides an added dimension.

- Sponsored the dinner prior to the Bear-athon hosted by Student Foundation.
- Sponsored a Dr Pepper® Hour for business students hosted by Business Network Volunteers.
- Hosted tables at the annual Hankamer School of Business Awards Banquet in spring 2009.
- Provided speakers to the Introduction to Business courses and to the Baylor Business Women’s organization.

#### **Central Texas Community**

Activities coordinated by a variety of Baylor offices to engage the Central Texas community included:

- Conducted a survey of Waco/McLennan County residents to gauge community perceptions about the University; key findings showed that 82 percent of the area’s residents view themselves as “very” or “somewhat familiar” with Baylor and 89 percent rate Baylor “very” or “somewhat favorably.”
- Launched coordinated print and billboard advertising to strengthen the message that Baylor and Waco are partners in the success of Waco.
- Placed community events ads each week in the *Waco Tribune-Herald* inviting guests to attend educational and entertainment events on campus.
- Coordinated the Heart of Texas Community Tailgate Party and increased attendance from 563 to 863 in one year.

- Coordinated the University's participation as host of the Cen-Tex African-American Chamber of Commerce Annual Meeting, attended by 300 community leaders.
- Placed news stories throughout the year in Waco market news media that focused on the strengths of Baylor University as a high-quality higher educational institution, a growing comprehensive research university and a contributing member of the Waco community.
- Welcomed many community groups such as the Waco Cotton Palace, One Book One Waco, high school graduations, children's musicals and the Waco Symphony Orchestra.

#### **Baptists and Other Christians**

The outreach to Baptists has been strengthened through a presence at major Baptist convention events and leadership in celebrating 400 years of the Baptist denomination.

- Took a lead role in the celebration of the 400th anniversary of Baptists. Baptist 400 events were advertised across the country in publications such as *Christian Century*, *Christianity Today* and multiple state papers. Earned media stories were placed in support of the anniversary. Events developed for Baptist 400 were also highlighted on a Web page. Audio and video files of the event speakers' presentations remain available on the Web to those who could not attend Baptist 400 events.
- Represented at the Cooperative Baptist Fellowship, Hispanic Baptist Convention and Baptist General Convention of Texas with staff manning booths in the exhibit halls and materials distributed to participants.
- Partnered with the *Baptist Standard* to present the Texas Baptist Ministry Awards to honor three outstanding examples of ministry – pastoral ministry, lay ministry and lifetime ministry achievement.
- Placed news stories about Baylor clergy sexual misconduct research and resources for

- congregations in *Washington Post*, *Baltimore Sun*, *Chicago Tribune*, *NPR*, *Associated Press*, *The Lutheran*, *Black Christian News Network* and about 70 other news media outlets nationwide. Placed news stories about Baylor research into incidence of depression among clergy members in *Christianity Today*, *Christian Century* and *Biblical Recorder*.
- Placed news stories about Baylor's Texas Hunger Initiative and Texas at the Table event in Baptist, Christian and secular news media, including a mention on the White House blog.
- Partnered with Conference and Event Management, Baylor's Spiritual Life department, and the BGCT's Missions, Evangelism and Ministry division to attract the annual Congreso event to Baylor's campus for the second year in a row. Congreso is the largest annual gathering of Hispanic Baptist students in North America and brings more than 4,000 teens and young adults to Baylor's Ferrell Center for worship, preaching and small group training.

#### **Government and other regulatory bodies, and members of the higher education community**

The Marketing and Communications division:

- Coordinated the news conference to announce the creation of the Central Texas Technology and Research Park and its first project, the Baylor Research and Innovation Collaborative, with a total of 11 governmental, educational and economic development organizations; news coverage was garnered in all Waco media, Austin television channel News8Austin and the *Chronicle of Higher Education*.
- Worked with the City of Waco in the opening of the Waco Mammoth Site and placed news stories in Dallas-Fort Worth's Fox4 News, Austin's KXAN-TV and News8Austin and Associated Press. These resulting stories were distributed nationwide in media markets such as Tucson, Las Vegas, New Orleans and Baltimore, among others, and in all major Texas metros such as Dallas-Fort Worth, Houston, San Antonio, Austin, El Paso, Corpus Christi and others.

### Higher Education Community of Institutions

The announcement of Baylor's Robert Foster Cherry Award to national media continually strengthens the message that Baylor is committed to excellent teaching. Print ads were modified this year to increase the focus on Baylor's role in the awards.

Earned national news stories about the research conducted at Baylor:

- The presence of pharmaceuticals and personal care products in fish: Associated Press, NPR.
- The resurgence of junk bonds as an investment: *The Wall Street Journal*.
- Family businesses during the recession: *The New York Times*.
- Shoppers placing less reliance on credit card use: *San Francisco Chronicle*.
- Learning from investment losses: *Baltimore Sun*.
- New chemical additive to make old antibiotics efficacious again: *Popular Science*.
- Holiday shopping predictions: *USA TODAY*, Associated Press.
- Potential to achieve warp speed: *Science Daily*, ABC News, MSNBC.
- The effect of peer pressure on teen boys' perceptions of their appearance: *Science Daily*, UPI.
- Discovery that deadly algae is more toxic than previously thought: *Science Daily*.

Earned national news stories about the educational enterprise at Baylor:

- The Robert Foster Cherry Awards for Great Teaching: *The Wall Street Journal*, *Chronicle of Higher Education*.
- Baylor students' work to prevent suicide among their peers: *The New York Times*, *Washington Post*.
- A profile of Baylor's overall academic excellence: *Christianity Today*.

### Donors

The Marketing and Communications division:

- Contributed to efforts to recognize donors and to encourage potential donors to give by:
  - placing news stories in Waco media market and San Francisco media on the gift to establish the Mark Hurd Tennis Center.

- placing news stories in Waco media market on gifts to establish the Allison Indoor Practice Facility and the Getterman Softball Facility.
- placing a news story in the *Waco Tribune-Herald* on the 50th anniversary of the partnership between Baylor and the Waco Foundation.
- Created the "Go" video in support of fundraising for missions with a purpose and a number of other multimedia tools for use with large and small donor groups.
- In conjunction with ITS Internet Services and University Development, launched a more robust online giving system. More than \$700,000 in total pledges, payroll deductions and credit card payments were received for calendar 2009 (thru mid-December). This represents a sizeable increase over prior years.

### Faculty and Staff

The Marketing and Communications division:

- Redesigned *BaylorNews*, the quarterly newsletter distributed to faculty and staff, to include more news briefs, shorter features and a more user-friendly size while maintaining a focus on grants received, research progress and publications earned by faculty.
- In fall 2008, launched a Web page especially for faculty and staff. By 2009, this page is one of the most highly trafficked Web pages on the entire Baylor website. The page is populated with a range of useful information for this highly valued portion of the Baylor family.

### Current Students

The Marketing and Communications division:

- In collaboration with Campus Living & Learning, launched a new series of postcards, posters, and emails designed to highlight the benefits of living on campus. A printed brochure was redesigned this year to assist new students in identifying their best living-learning option.



- Developed and implemented a revised procedure for working with the *Lariat* that resulted in better use of Media Communications staff time as well as helped increase the quality of *Lariat* stories about the University.
- Launched a specific message-driven Web page for current students. The page and communications strategy were developed with representatives from a number of administrative departments, including student life and Paul L. Foster Success Center, and using the input of students from focus group. While all results are preliminary, initial response seems to be favorable. In the first two months after the page was launched traffic to the new page climbed approximately 15 percent to 20 percent over prior years.

### GOAL 3

*Strengthen and focus recruiting efforts to introduce a wider audience to the University at a younger age through the effective use of campus facilities.*

#### **General use of facilities for camps, conferences, and meetings**

Baylor's Conference and Event Management (CEM) works with more than 70 summer programs for youth and adults each year during June and July. Groups range in size from 30 to 1,700 focusing on various program areas, such as academics, athletics, leadership, research and Christian worship. Campus facilities are filled to capacity in an effort to offer an experience on Baylor's campus for as many prospective students as possible.

CEM also hosts the Region II-5-A University Interscholastic League (UIL) each spring, bringing nearly 2,000 of Texas' elite academic and athletic high school students to campus for regional competition.

Waco Hall is a unique venue on campus and in Waco and is used specifically for recruiting prospective students during the Winter, Spring and Fall Premieres. Major student life programming also occurs in Waco Hall throughout the year, including Chapel services and events for Orientation, Welcome Week, After Dark, Pigskin, Homecoming, and Greek and multicultural student groups. Additionally, Waco Hall is used for a variety of special events and civic performances, drawing in an audience beyond the campus community.

