



Account Managers Group  
January 18, 2018

MIDWESTERN STATE UNIVERSITY

# Welcome

## Dr. Marilyn Fowlé

# Branding Standards

Julie Gaynor





MIDWESTERN STATE UNIVERSITY

# 2018 Marketing & Public Information Initiatives





# Review of 2017

## **Roll out of MSU Texas branding:**

- MSU Texas: Boundless Opportunities Comprehensive Campaign
- MSU Texas-Flower Mound
- Undergraduate Admissions/Recruiting Promotions
- MSU Texas banners downtown
- Advertising/Billboards
- Posters/Flyers
- Website redesign



# 2018 Initiatives

## **Updating MSU Branding Standards**

- Logo development/usage
- Font usage
- Letterhead/Business Cards
- Electronic Signatures
- University Boilerplate

Until the standards are revised and released, letterhead, business cards and electronic signatures should retain current setups.



# 2018 Initiatives

## **Completing website conversion**

- Cascade CMS implemented
- Redesigned pages
- Individual training for the new system for each sitemaster



## Logo Usages



### **General usage**

Use in place of older institutional mark



**Exclusive to comprehensive campaign**



# Social Media at MSU Texas

A J Lopez III  
MSU Social Media Coordinator

@AJL3PHOTO



I know exactly why I'm cryin in the club this time... #clubmoffet 🥲

**Midwestern State**  @MidwesternState  
The Moffett Library is open 24 hrs beginning today and through Finals Week! 🇺🇸  
#ClubMoffett



11:51pm · 3 Dec 2017 · Twitter for iPhone

1 RETWEET 19 LIKES

@AJL3PHOTO

Fact that Ive been able to  
communicate entirely in Spanish w  
our cab driver is absolutely  
amazing. S/o to @MidwesternState  
Spanish dept 🙌 🙌 ❤️

3:52pm - 15 Mar 2017 - Twitter for iPhone

4 LIKES



Excited to be able to join the mustang family  
this Fall ❤️❤️ @MidwesternState  
#MSUproud #StangGang



4:08 PM - 11 Jan 2018

7 Retweets 47 Likes



3 7 47



Tweet your reply



Midwestern State @MidwesternState - Jan 11

Replying to @CCradd

Congratulations! 🎉 #StangGang22



1 3

@AJL3PHOTO



\*tweets this from warm office while students freeze midway to class\*

Midwestern State

@MidwesternState

Welcome back Mustangs! Stay warm out there! ❄️🐎❄️ #MSUTexas

10:54 AM · 16 Jan 2018 from Wichita Falls, TX

3 Likes





1

3



Midwestern State

@MidwesternState · 3h

Replying to @sewfiuh



1

@AJL3PHOTO

## Total Impressions (2017) – 9.5 million

- **Impression** – The number of times your content is displayed on social media.
- **Engagement** – The number of times your content creates interactions.
- **Reach** – The number of times people see your content.

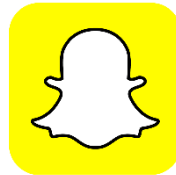
## **MSU's Social Media Handle -@midwesternstate or /midwesternstate**

- **Handle** – The name of the social media.
- **Geofilter** – A frame used in Snapchat only in certain locations, when location is turned on.
- **Story** – A collection of pictures and videos that will run on social in a certain order for 24 hours.

***Facebook***



***Snapchat***



***YouTube***



***LinkedIn***



***Giphy***



***Twitter***



***Instagram***



# Hashtags and Location Tags



**#MSUTexas**

**#MidwesternState**

**#StangGang**

**#StangGang22**

**#FREEwithUPB**

**#WichitaFalls**

**#MSUProud**

**#FlowerMound**

**#HoofEm**

**Wichita Falls, Texas**

**Midwestern State University**

**@AJL3PHOTO**

- **Total Hours (2017) – 1,037 hours**



- **Mustangs Minutes – Every Month (YouTube, Facebook)**
- **The MSU Live Show – Every 2 weeks (Facebook Live)**

One week of planning, 24 hours, and 74 applications received!

Students ask for a Black Friday deal every year. So, on Friday, Nov. 24, we decided to give them a real deal!



- On Black Friday, students could submit their MSU application and the \$25 application fee would be waived for this day only.



- Admissions sent out emails to prospective students a week before Black Friday.
- On Thursday night, we sent out Black Friday ads, that continued into the next day. We covered all of the four main socials.





**In one day, we received 74 apps  
from future Mustangs!**

**Ads ran on Instagram and Facebook.  
Stats (Facebook Ad)**

9101 Reach

59 Likes

58 Shares

583 Engagement

\$32.35 Ad Cost



## Higher Ed Social Media Conference 2017

#HESM17

“Social media lessons learned when a student passes away  
and no one is to blame”

*Presenter – A J Lopez III*

Over 400 universities and colleges participate in this  
conference.

### THE STORY



With three minutes left in a blowout game, sophomore and cornerback Robert Grays was injured while making a tackle on Saturday, Sept. 16.

@ajl3photo

#HESM17



### #24Strong

- The #24Strong now symbolizes MSU athletics.
  - The hashtag is used often.

**#24STRONG**

In Honor of Robert Grays

- Robert's parents were honored at the last home game and the #24 was retired at MSU.

@ajl3photo

#HESM17

@AJL3PHOTO

**“Social media aren’t “new” anymore.  
Get on the bandwagon.  
Responsibly.”**



- For the past two years, Student Affairs and the Mass Communication Department have teamed up to hold Social Media Day. It’s an all day event which introduces high school and MSU students to what else you can do with Social Media.

# Social Media Photography



@AJL3PHOTO



*"We don't have a choice on whether we do social media, the question is how well we do it."*  
- Erik Qualman

# Questions?

# Technology - Office 365 and OneDrive Preview

Jim Hall

## What Is It?

Full Microsoft Office suite of tools provided from a web based portal that will be linked to the MSU login. Provides access to web based as well as locally installed versions of the Office applications.

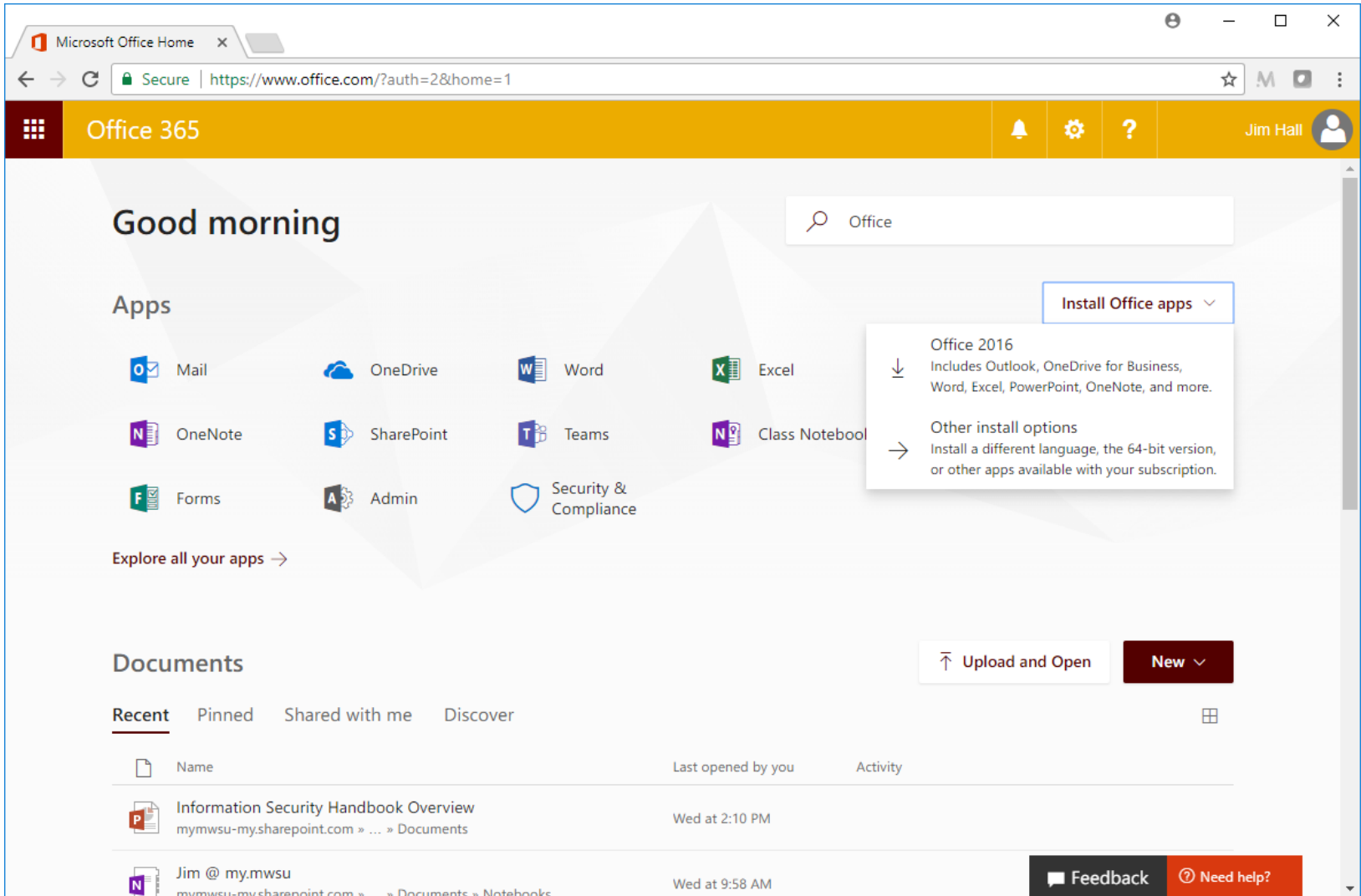


1 TB (1000 GB)



Accessible  
from PC, Mac,  
iOS, Android

# Office 365 Preview – Install Locally



Microsoft Office Home

Secure | <https://www.office.com/?auth=2&home=1>

Office 365

Jim Hall

Good morning

Office

Install Office apps

- Office 2016  
Includes Outlook, OneDrive for Business, Word, Excel, PowerPoint, OneNote, and more.
- Other install options  
Install a different language, the 64-bit version, or other apps available with your subscription.

Apps

- Mail
- OneDrive
- Word
- Excel
- OneNote
- SharePoint
- Teams
- Class Notebook
- Forms
- Admin
- Security & Compliance

Explore all your apps →

Documents

Upload and Open New

Recent Pinned Shared with me Discover

| Name   | Last opened by you | Activity |
|--|--------------------|----------|
| Information Security Handbook Overview<br>mymwsu-my.sharepoint.com » ... » Documents | Wed at 2:10 PM     |          |
| Jim @ my.mwsu<br>mymwsu-my.sharepoint.com » ... » Documents » Notebooks              | Wed at 9:58 AM     |          |

Feedback Need help?

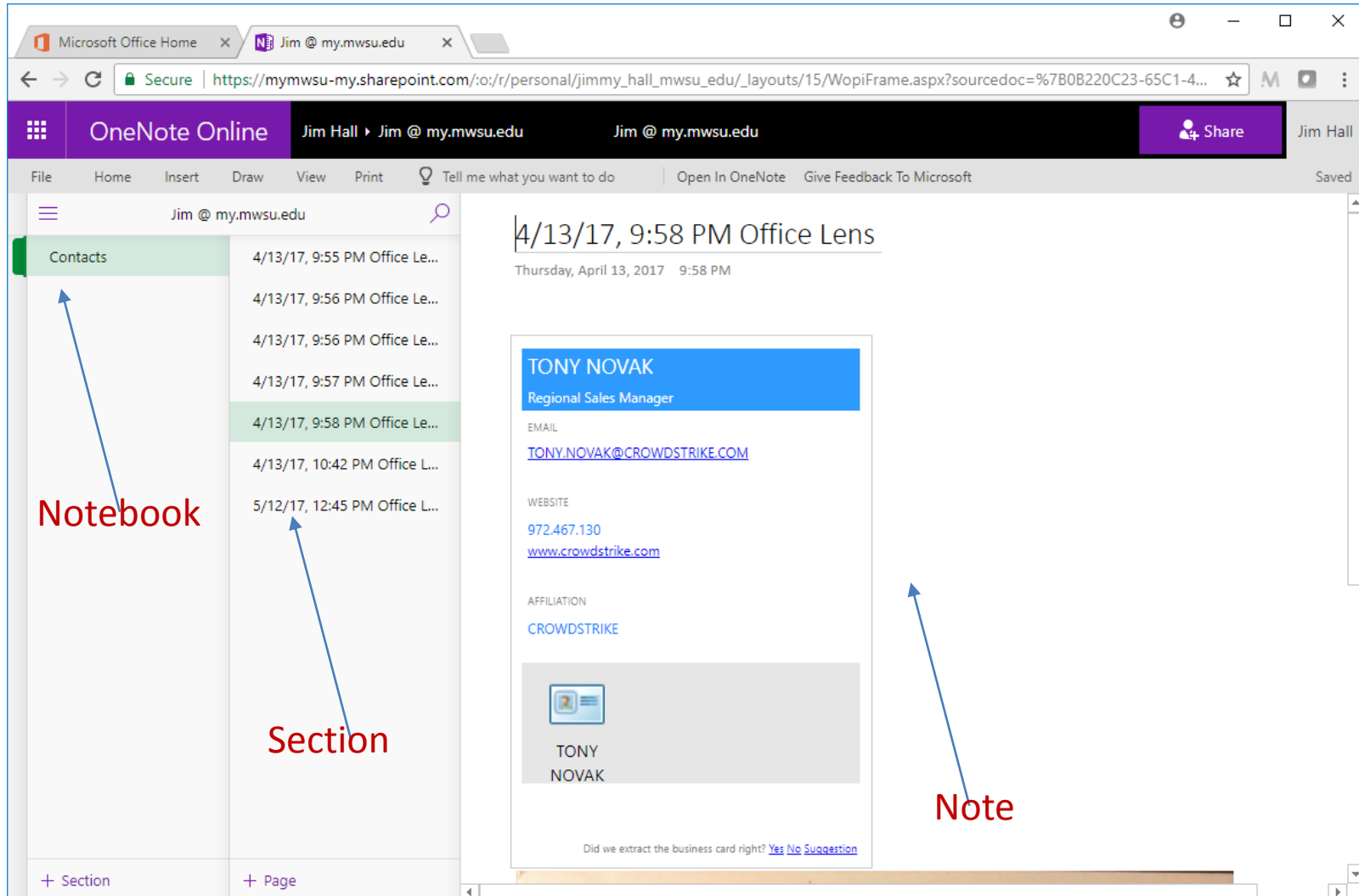
# Office 365 Preview – OneDrive

A screenshot of the Office 365 OneDrive web interface. The browser address bar shows the URL: https://mymwsu-my.sharepoint.com/personal/jimmy\_hall\_mwsu\_edu/\_layouts/15/onedrive.aspx. The interface has a yellow header bar with "Office 365" and "OneDrive" tabs, a search bar, and user information for "Jim Hall". The left sidebar shows navigation options: "Files", "Recent", "Shared with me", "Recycle bin", and a list of sites including "Midwestern State University" and "Information Security Handbo...". The main area displays a list of files with columns for Name, Modified, Modified By, File Size, and Sharing. The files listed include "Attachments", "Notebooks", and several "2017 MSU Risk Assessment" documents, along with a "ferpa101-slides.pdf" and an "HS+HS Spec Drawing Review 9-...".

| Name                                | Modified           | Modified By | File Size | Sharing |
|-------------------------------------|--------------------|-------------|-----------|---------|
| Attachments                         | March 9, 2017      | Jim Hall    |           | Private |
| Notebooks                           | April 13, 2017     | Jim Hall    |           | Private |
| 2017 MSU Risk Assessment - Su...    | June 7, 2017       | Jim Hall    | 124 KB    | Private |
| 2017 MSU Risk Assessment Tool...    | September 13, 2017 | Jim Hall    | 240 KB    | Private |
| Copy of HS+HS Spec Drawing R...     | November 7, 2017   | Jim Hall    | 115 KB    | Private |
| Deferred Maint List, Sorted, FIN... | August 16, 2017    | Jim Hall    | 104 KB    | Private |
| Domain Name Change Project ...      | December 12, 2017  | Jim Hall    | 39.4 KB   | Private |
| DRAFT - 2017 MSU Risk Assess...     | May 22, 2017       | Jim Hall    | 143 KB    | Private |
| DRAFT - 2017 MSU Risk Assess...     | May 18, 2017       | Jim Hall    | 240 KB    | Private |
| ferpa101-slides.pdf                 | March 31, 2017     | Jim Hall    | 1.39 MB   | Private |
| HS+HS Spec Drawing Review 9-...     | September 13, 2017 | Jim Hall    | 114 KB    | Private |



# Office 365 Preview – OneNote



The screenshot displays the OneNote Online web application interface. The browser window shows the URL [https://mymwsu-my.sharepoint.com/:o/r/personal/jimmy\\_hall\\_mwsu\\_edu/\\_layouts/15/WopiFrame.aspx?sourcedoc=%7B0B220C23-65C1-4...](https://mymwsu-my.sharepoint.com/:o/r/personal/jimmy_hall_mwsu_edu/_layouts/15/WopiFrame.aspx?sourcedoc=%7B0B220C23-65C1-4...). The OneNote interface includes a top navigation bar with 'File', 'Home', 'Insert', 'Draw', 'View', and 'Print' tabs. The left sidebar shows a list of sections under the 'Contacts' notebook, with the section '4/13/17, 9:58 PM Office Le...' selected. The main content area displays a note titled '4/13/17, 9:58 PM Office Lens' containing a business card for TONY NOVAK, Regional Sales Manager, with contact information including email ([TONY.NOVAK@CROWDSTRIKE.COM](mailto:TONY.NOVAK@CROWDSTRIKE.COM)) and website ([www.crowdstrike.com](http://www.crowdstrike.com)). Annotations with blue arrows point to the 'Contacts' notebook, the selected section, and the business card note.

Microsoft Office Home x Jim @ my.mwsu.edu x

Secure | [https://mymwsu-my.sharepoint.com/:o/r/personal/jimmy\\_hall\\_mwsu\\_edu/\\_layouts/15/WopiFrame.aspx?sourcedoc=%7B0B220C23-65C1-4...](https://mymwsu-my.sharepoint.com/:o/r/personal/jimmy_hall_mwsu_edu/_layouts/15/WopiFrame.aspx?sourcedoc=%7B0B220C23-65C1-4...)

OneNote Online Jim Hall ▶ Jim @ my.mwsu.edu Jim @ my.mwsu.edu Share Jim Hall

File Home Insert Draw View Print Tell me what you want to do Open In OneNote Give Feedback To Microsoft Saved

Jim @ my.mwsu.edu

Contacts

- 4/13/17, 9:55 PM Office Le...
- 4/13/17, 9:56 PM Office Le...
- 4/13/17, 9:56 PM Office Le...
- 4/13/17, 9:57 PM Office Le...
- 4/13/17, 9:58 PM Office Le...
- 4/13/17, 10:42 PM Office L...
- 5/12/17, 12:45 PM Office L...

4/13/17, 9:58 PM Office Lens

Thursday, April 13, 2017 9:58 PM

TONY NOVAK  
Regional Sales Manager

EMAIL  
[TONY.NOVAK@CROWDSTRIKE.COM](mailto:TONY.NOVAK@CROWDSTRIKE.COM)

WEBSITE  
972.467.130  
[www.crowdstrike.com](http://www.crowdstrike.com)

AFFILIATION  
CROWDSTRIKE

TONY NOVAK

Did we extract the business card right? [Yes](#) [No](#) [Suggestion](#)

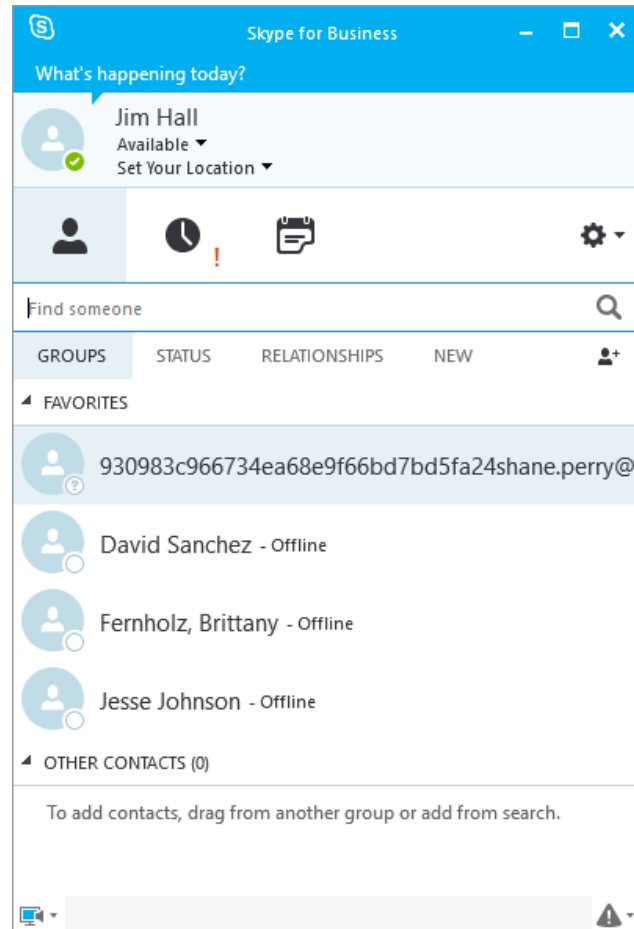
Notebook

Section

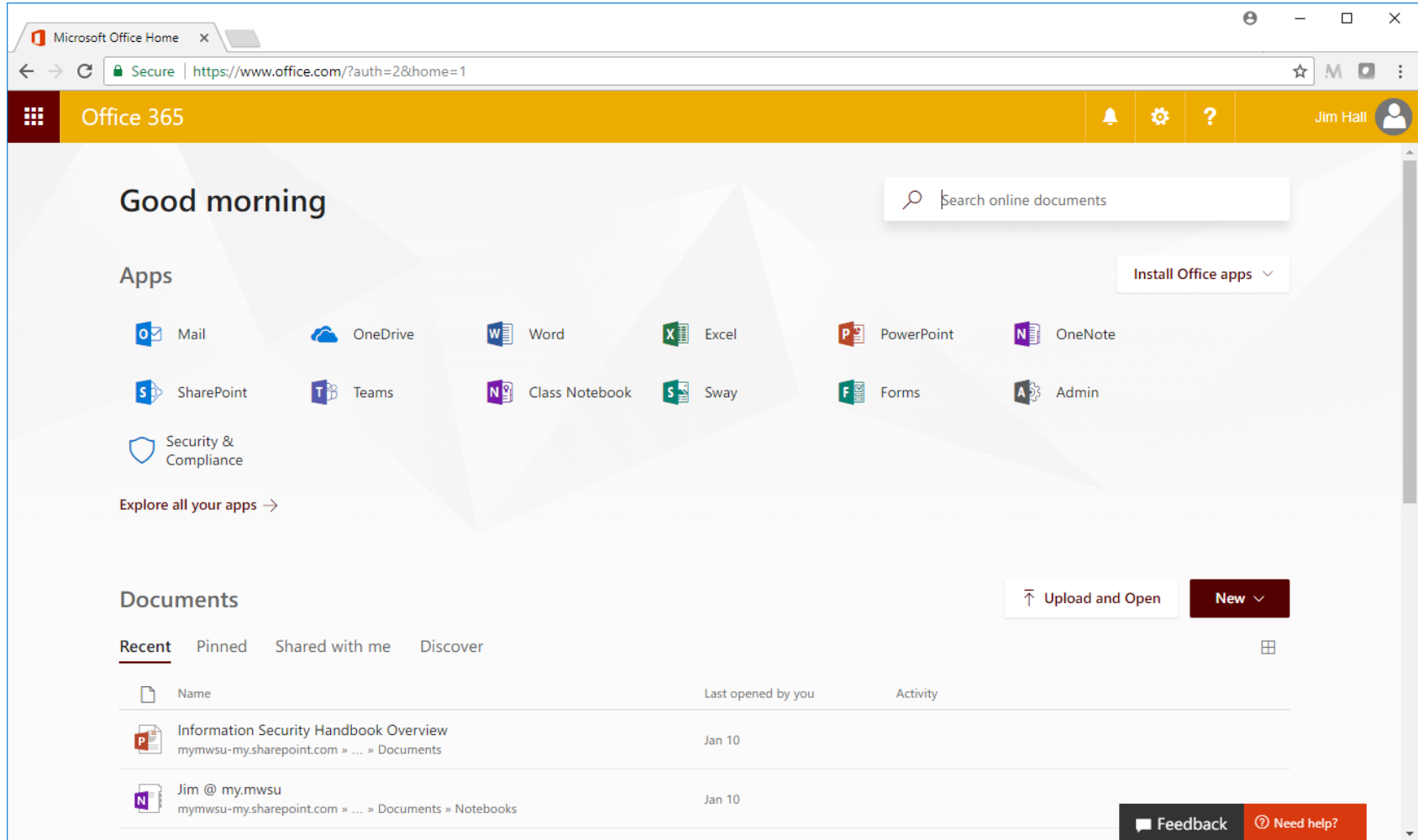
Note

+ Section + Page

# Office 365 Preview – Skype for Business



# Office 365 Preview



The screenshot displays the Microsoft Office 365 Home web interface. At the top, a yellow navigation bar contains the 'Office 365' title, a notification bell, settings, and help icons, and a user profile for 'Jim Hall'. Below this, the main content area features a 'Good morning' greeting, a search bar for online documents, and an 'Install Office apps' button. A grid of application tiles includes Mail, OneDrive, Word, Excel, PowerPoint, OneNote, SharePoint, Teams, Class Notebook, Sway, Forms, and Admin, along with a 'Security & Compliance' link. A 'Documents' section at the bottom shows a table of recent files. The table has columns for 'Name', 'Last opened by you', and 'Activity'. Two documents are listed: 'Information Security Handbook Overview' and 'Jim @ my.mwsu'. The interface also includes a 'Feedback' button and a 'Need help?' link.

Microsoft Office Home

Secure | <https://www.office.com/?auth=2&home=1>

Office 365

Good morning

Search online documents

Install Office apps

Apps

Mail OneDrive Word Excel PowerPoint OneNote

SharePoint Teams Class Notebook Sway Forms Admin



Security & Compliance

Explore all your apps →

Documents

Upload and Open New

Recent Pinned Shared with me Discover

| Name   | Last opened by you | Activity |
|--|--------------------|----------|
|  Information Security Handbook Overview<br>mymwsu-my.sharepoint.com » ... » Documents | Jan 10             |          |
|  Jim @ my.mwsu<br>mymwsu-my.sharepoint.com » ... » Documents » Notebooks              | Jan 10             |          |

Feedback Need help?

# Questions?

# Timekeeping Update

Kathy Rice

# Tip of the Month

## Jeanette Perry







# GNU Image Manipulation Program

GIMP Overview

## Introduction to GIMP

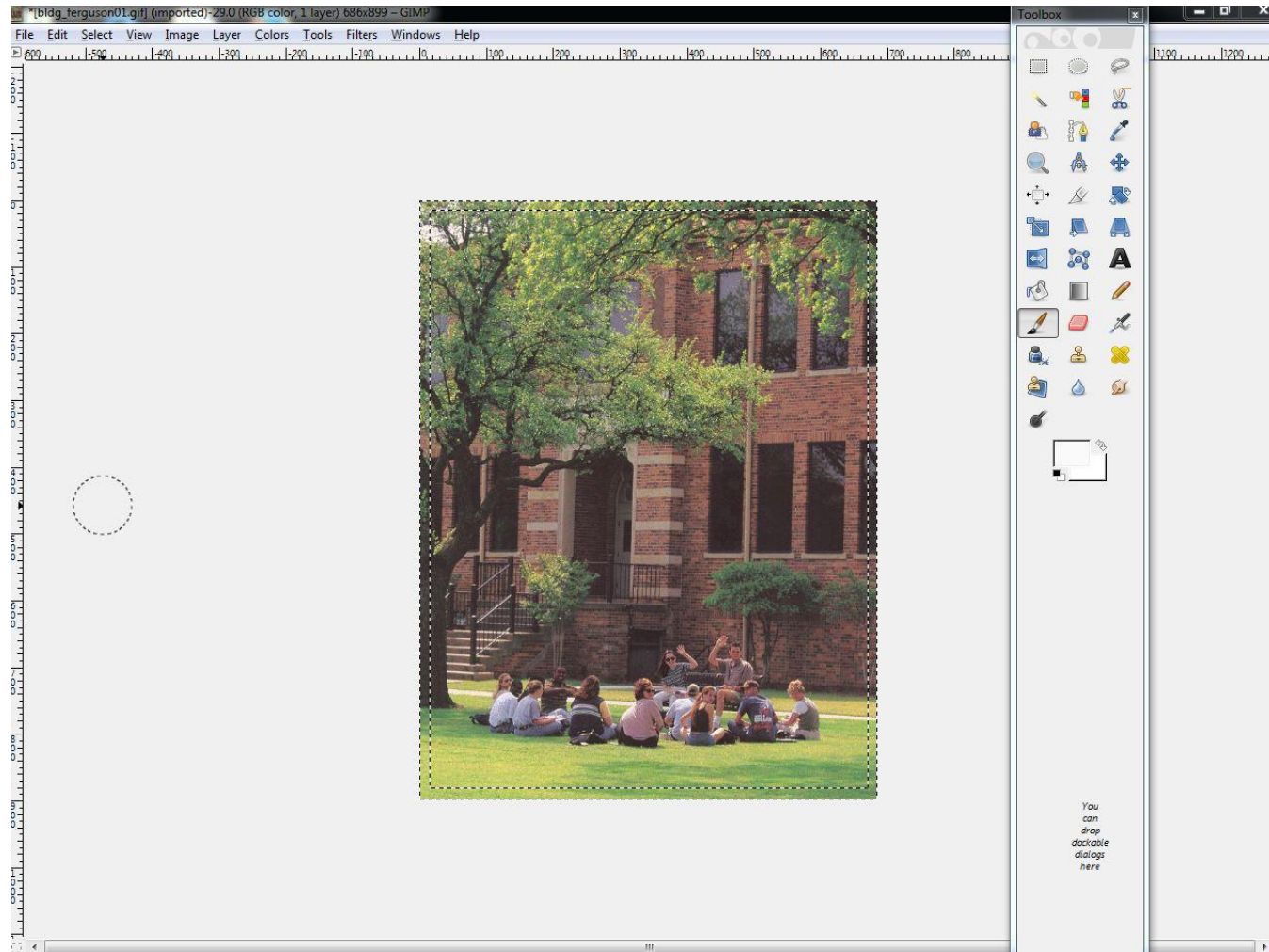
GIMP is an acronym for GNU Image Manipulation Program. It is a freely distributed program for such tasks as photo retouching, image composition and image authoring.

It has many capabilities. It can be used as a simple paint program, an expert quality photo retouching program, and an image format converter, etc.

GIMP is expandable and extensible. It is designed to be augmented with plug-ins and extensions to do just about anything. The advanced scripting interface allows everything from the simplest task to the most complex image manipulation procedures to be easily scripted.

- Image retouching
- Adding Text
- Editing
- Image collage
- Resizing
- Cropping
- Converting between different image formats
- Image Mapping

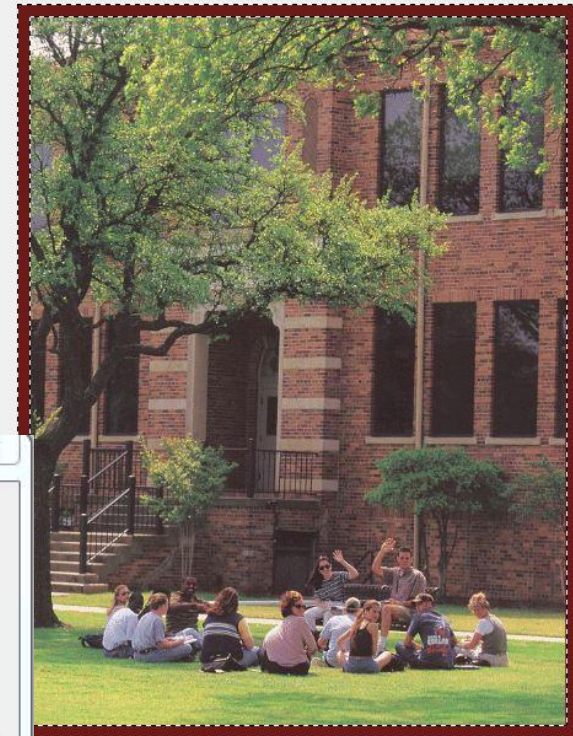
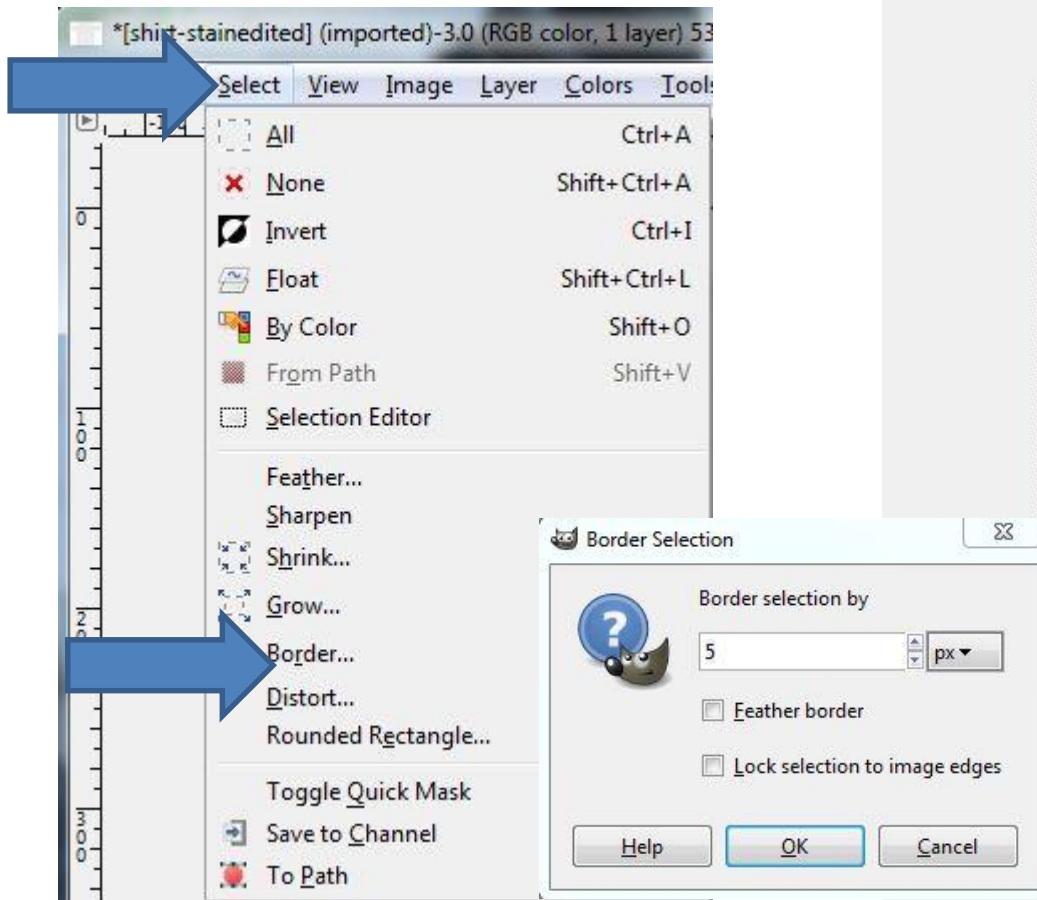




# GIMP Toolbar



# Borders





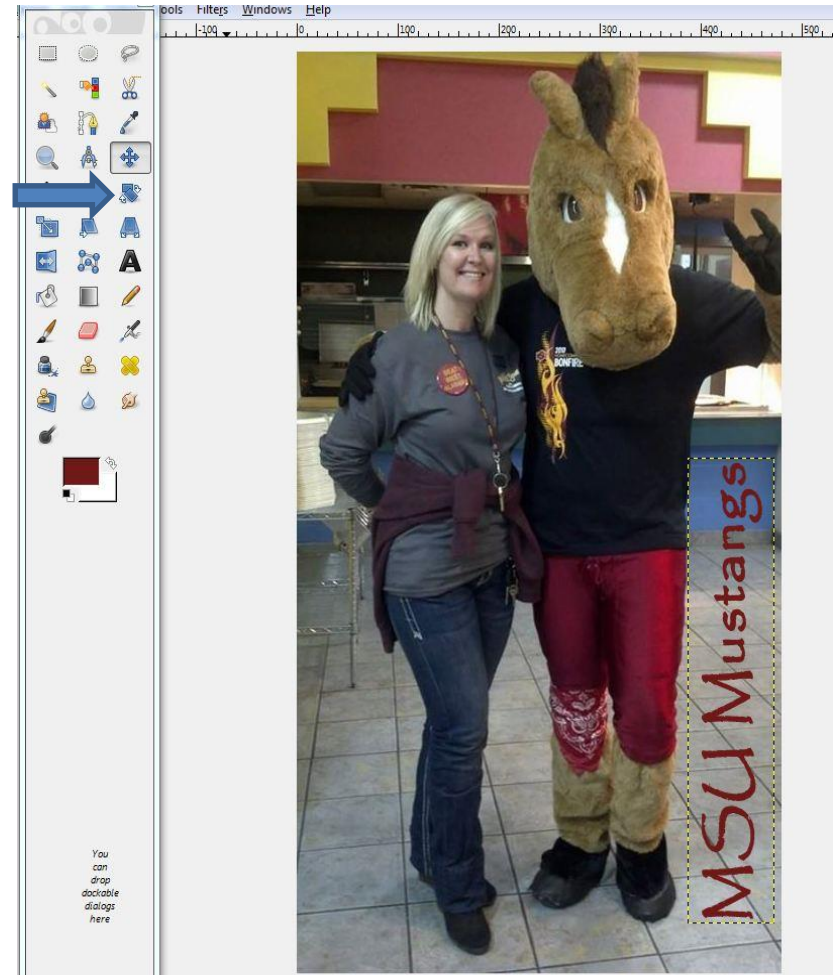
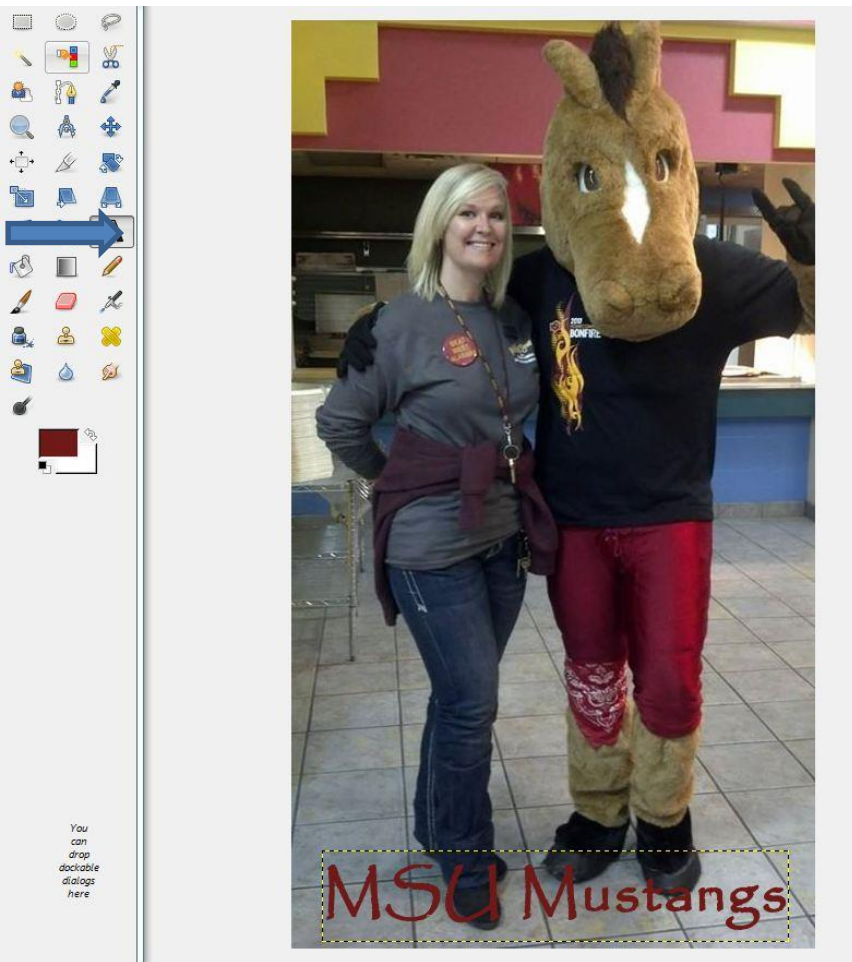


Healing/Clone Tool

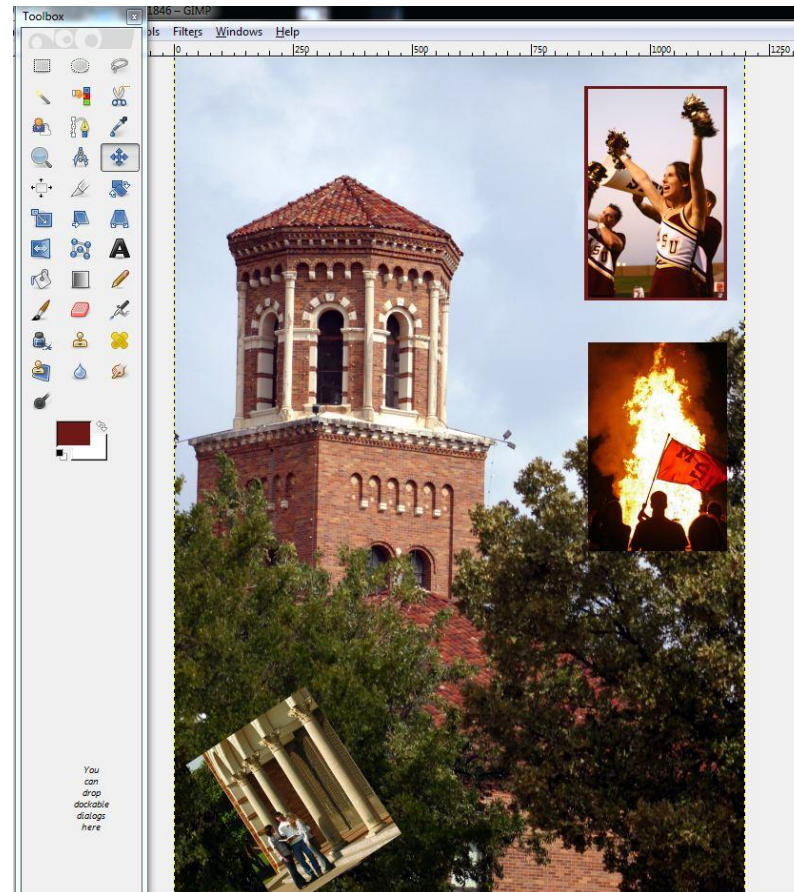
# Healing /Clone Tool



# Adding and Rotating Text



# Inserting Pictures

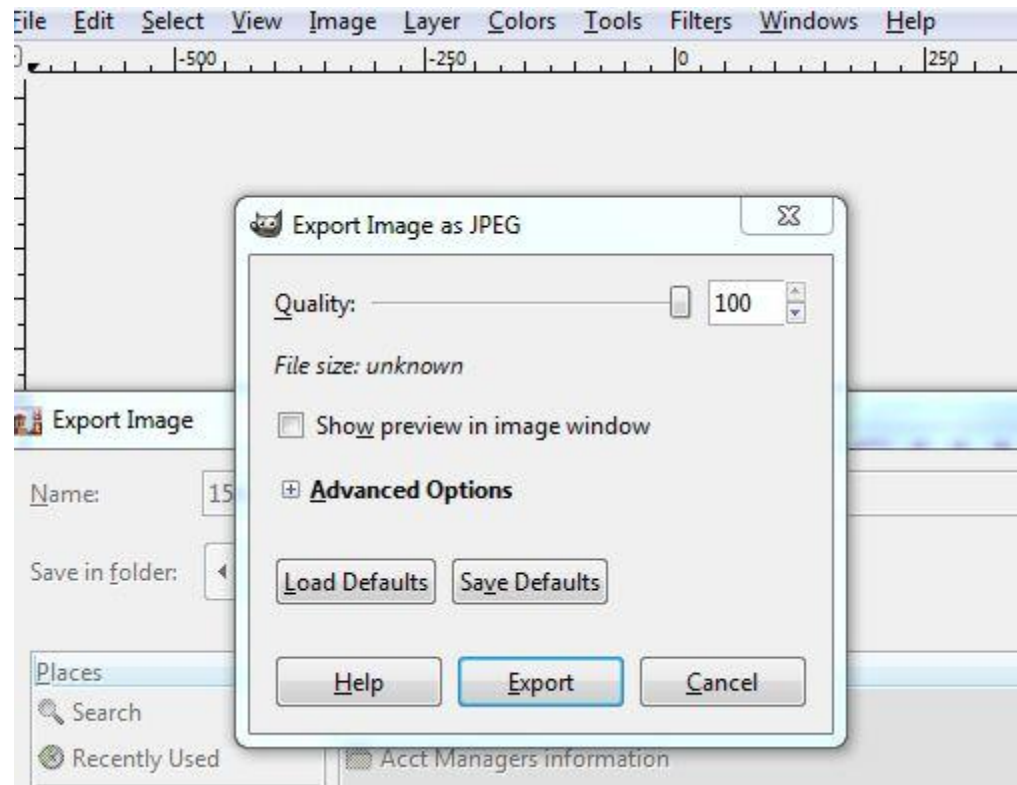






# Saving Your Image

- File
- Export as
- Title
- File ext.
- Location
- Export



# Questions?

# Account Managers Group



- ✓ Upcoming Dates
  - April 26<sup>th</sup>
- ✓ Shred Day – TBD



**Questions or Suggestions??**



**MSU**  
TEXAS™

**Thank you for  
attending!**

MIDWESTERN STATE UNIVERSITY