

**MWR MARKETING OFFICE  
GOALS AND OBJECTIVES**

**Goal:** Increase awareness and image consistency of MWR facilities. Re-educate the community of who we are. Determine best way to get the word out.

**Objective:** Increase awareness of MWR activities by 5 percent annually by increasing participation in programs by end of FY 03.

**Taskings:**

1. Visit all buildings and disseminate MWR information on a weekly basis.
2. Electronic Signs – Bowling Center, and Expo Theater along with getting MWR information on other Garrison Electronic Signs.
3. Town Hall Meetings -- brief and give out MWR promotional material to attendees.
4. Customer Service Training -- for all MWR employees -- “Operation Excellence” send people to be trained as trainers or purchase videos/information to make the workforce aware.
5. Market entertainment in the Expo Theater -- food and beverage by MWR Business Activities.
6. Input into Director’s Calendar all events.

**Goal:** Provide quality marketing support to MWR facilities through Market Research, promotions, booklets, etc.

**Objective:** To implement a plan to increase marketing support to facilities by end of 1<sup>st</sup> Quarter FY 03. To be fully implemented and increase support by 5% by end of FY03.

**Taskings:**

1. Continued support of desktop publishing, market research, questionnaires, etc.
2. Help in developing marketing plans for each activity with the use of Survey Tracker, a market research software.
3. Proactive marketing with Program and Operations Team Leaders and facility techs.
4. Re-generate marketing request form and distribute to all activities to use when requesting marketing support.

**Goal:** To assist MWR facilities offset costs of running programs.

**Objective:** Increase Commercial Sponsorship and Advertising by 10% during FY03.

**Taskings:**

1. Develop a rate sheet for advertising space in MWR publications.
2. Seek sponsorship that will bring a profit to the one fund while offsetting costs for the activities.
3. Re-educate the entire MWRDS team on procedures of Marketing, Commercial Sponsorship and Advertising.

**Goal:** Create support for MWR activities during their slow times.

**Objective:** Increase programming in facilities by adding at least 2 new programs per facility, per quarter during low participation periods.

**Taskings:**

1. Set up promotions/programs with the RDS Program/Operation Teams at facilities during their slow times. Provide sponsorship and giveaways to enhance participation.
2. Gear market research to targeted “niches” of Fort Monmouth populations. Using the triennial needs assessment to question the Fort Monmouth community's interest in MWR and how customers discover our activities.