



Integrated Marketing Communications Plan 2012-2013

GETTING U CONNECTED

Executive Summary

The James R. Connor University Center is the center of student life on the UW-Whitewater campus. Through all of the UC and campus changes, the University Center still strives "to provide a welcoming and supportive environment that contributes to the educational process and enhances the campus experience."

The UC is consistently trying to improve their brand image and has made great progress in the last year and a half. The development of the UC logo, identity standards, apparel requirements, student employment training modules, and cross-departmental committees assists in the solidification of the UC brand message.

Market research has indicated that the UC has room for growth in departmental marketing efforts, digital/social media, and customer communications. This integrated marketing communications campaign is designed to promote the UC logo/slogan, improve communications with customers and more closely monitor social and digital marketing efforts. The tactics outlined in this plan will communicate to the target market that the UC can Get U Connected through many different avenues.

The single most important things this campaign will communicate to customers is that the James R. Connor University Center is a student – centered destination that helps students and the campus community make connections through events and services.



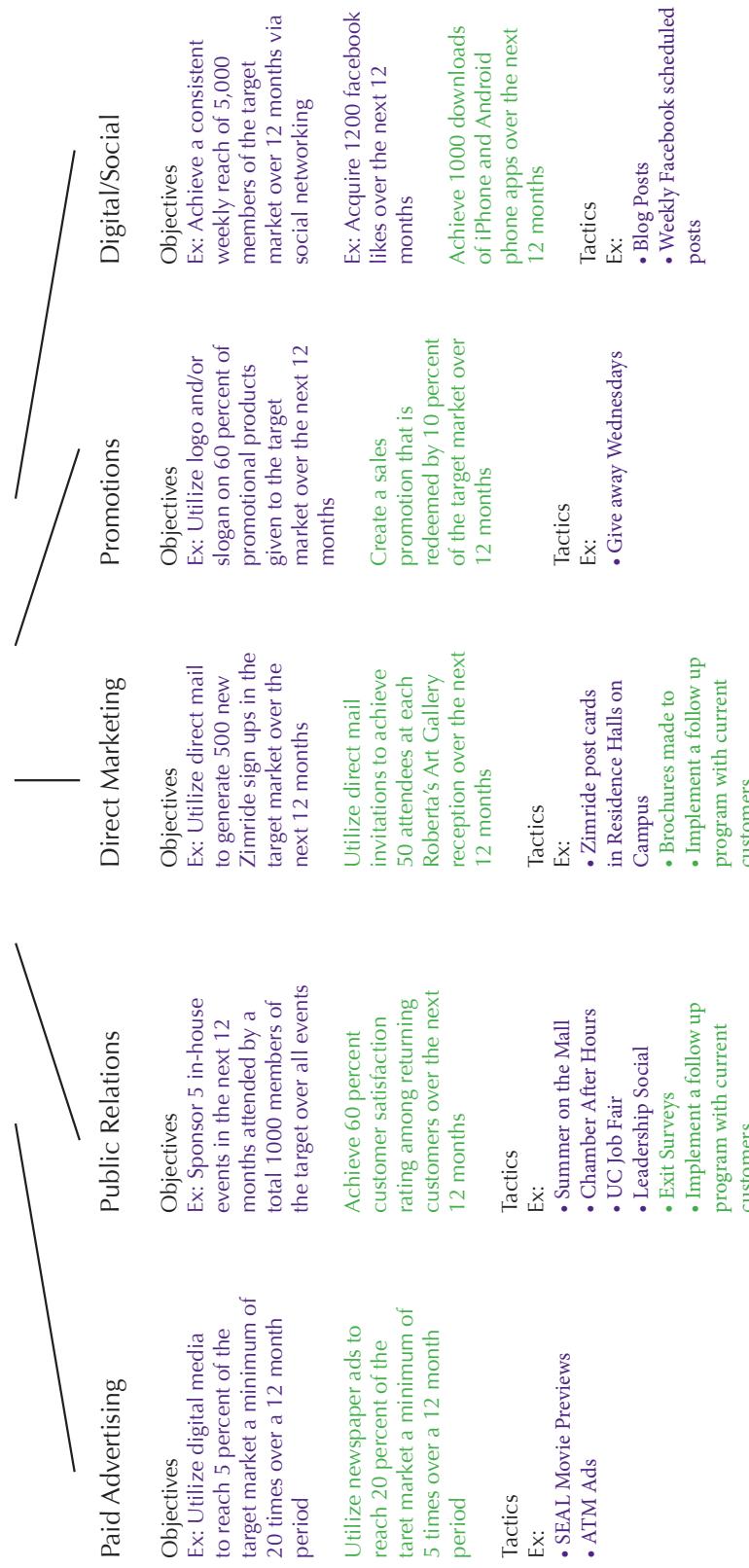
Table of Contents

| | |
|--|----|
| University Center Integrated Marketing Communications Overview | 3 |
| UC Background Information..... | 4 |
| Target Market Analysis..... | 6 |
| SWOT Analysis..... | 6 |
| Integrated Marketing Communications..... | 8 |
| Creative Strategy..... | 9 |
| Paid and Unpaid Media | 11 |
| Public Relations..... | 13 |
| Direct Marketing..... | 17 |
| Promotions..... | 19 |
| Additional Digital/Social..... | 21 |
| Graphic Request Form | 23 |
| Logo Identity Standards | 24 |
| Event Worksheets | 25 |
| Conclusion..... | 26 |

University Center Integrated Marketing Communications

Objectives:

- Increase website traffic by 5 percent in 12 months
- Increase awareness of the University Center and its services by 2,500 individuals in the target market over 12 months
- Achieve 60 percent brand awareness among UC student employees and staff in 12 months



Rationale: Taking an Integrated Marketing Communication approach throughout the University Center will benefit the UC in the following ways.

1. Create clear and measurable goals for the UC and its departments
2. Build the foundation for a repeatable process for future marketing efforts
3. Enhance collaboration between departments

UC Background Information

The very first student union on the UW-Whitewater campus was an army barracks from Camp Grant in Rockford, Illinois in 1947. The purpose of this structure was to serve as a student dining facility and entertainment center. In 1959, a brand new student union was opened for the first time. The new construction housed a lounge, cafeteria, game room and bookstore, along with offices and meeting rooms.

Throughout the following years, the building underwent three major revision projects. The first occurred in 1963; it was a south addition to keep up with growing UW-Whitewater enrollment. The new addition featured another dining area, more study and programming space, a new game room with a bowling center, and an information desk.

Another addition occurred in 1988, which brought more services and program space including another restaurant, the Student Service Center (now Information Services), the UW Credit Union, convenience store, administrative offices, the Campus Activities and Programs Office (now Career & Leadership Development), and student organization offices. Miscellaneous other updates also occurred during the 1990s included the rec center (now known as Warhawk Alley), Ike Schaffer Commons, and other dining options.

In 2008 the James R. Connor University Center completed a \$20.2 million project, which constructed approximately 50,000 new square feet and remodeled approximately 47,000 square feet. Throughout the planning process, the architects never forgot the phrase "a place to see and be seen." As such, the building today features open, airy spaces.

This feature is part of the reason the building is now recognized as a central location for students to get connected to the campus and community. In 2012, the University Center completed a branding project that developed a new logo along with the slogan "Getting U Connected," which both aid in increasing UC awareness and utilization. The building today features vast study and programming space, Information Services, Roberta's Art Gallery, Warhawk Alley, Reservations, HawkCard Office, administrative offices, and various dining options. Building stakeholders include: UW Credit Union, Career & Leadership Development, and First Year Experience & Learning Communities. Additionally, both Esker and Drumlin dining facilities as well as Ticket Services located in the Center of the Arts are part of UC initiatives.

The following mission, vision, and core values have aided the UC throughout its development, and still remain with the institution today:

Mission

To provide a welcoming and supportive environment that contributes to the educational process and enhances the campus experience.

UC Background Information

Vision

To be a leader in building campus community.
To create memorable experiences for students and guests.
To be a leader among college student unions.

Core Values

Integrity - We value personal commitment to honesty and truth. We reflect this in our words and actions.

Accountability - We hold ourselves responsible for excellence in all programs and services, embracing change and encouraging innovation. We anticipate and exceed the expectations of our customers and fellow team members.

Relationships - We value working together as a team members, committed to helping one another reach our shared vision and goals. We recognize the need to maintain balance in the various roles we assume in our lives.

Respect - We treat everyone like customers, including our fellow team members. We smile, acknowledge, listen and communicate openly and honestly.

Diversity - We value the difference between and among people, and open exchange of individual ideas and opinions.

Historical Timeline

1947
Army barracks was moved from Camp Grant in Rockford, IL to the UW-W campus to serve as the first "student union."

1959
Doors to a new student union, containing lounges, a cafeteria, game room, bookstore, as well as offices and meeting rooms for the very first time.

1963
New south addition, featuring a new dining area, more study and programming space, bowling center, and an information desk, was constructed.

1988
Third rebuilding project. Building was designed to offer more services and programing space.

1997
Building became officially named after former Chancellor James R. Connor.

2008
Completed a \$20.2 million renovation. The phrase "a place to see and be seen" inspired the new, open atmosphere.

2012
Branding project completed and new logo developed.

Target Market Analysis

The James R. Connor University Center is located on the UW-Whitewater campus, which has 12,034 students, 10,757 of which are undergraduates. The University Center serves as UW-Whitewater's student union and has a mission "to provide a welcoming and supportive environment that contributes to the educational process and enhances the campus experience." In fulfillment of this, the institution offers many services to students including: relaxation and study space; bowling, billiards, and other forms of entertainment at Warhawk Alley; meal plan, HawkCard, and dining options; Reservations services; gallery exhibits and workshops through Roberta's Art Gallery; ticket sales for UW-W events through Ticket Services; and services offered by Information Services. The inclusive nature of University Center initiatives allows for students, staff, and community members to all benefit from the services offered, however, students are the primary target market.

Demographic

- Individuals in the 18-25 age bracket who attend UW-Whitewater
- 50% male/female balance
- Primary occupational responsibility is to school and academics, many also work part-time jobs
 - Average annual income is typically \$15,000 or less (<http://nces.ed.gov/>)
- English is primary language
- Easy access to personal computers as well as institutional technology

Psychographic

- Individuals at this stage of development are progressing through the Belonging and Esteem stages of Maslow's Hierarchy of Needs
- They require friendship, belonging, achievement, respect, and confidence for further advancement
- Over 200 student organizations are available for students to join, many of which meet in the UC
- Strong need for information and connections to the campus community
- Involved in social networks including Facebook, Twitter, Pinterest, and YouTube
- 62% of individuals aged 18-25 have smartphones (<http://www.fedstats.gov/>)
- Place a high value on convenience, customization, and customer service

Geographic

- Students attending classes on the UW-Whitewater campus
 - 4,300 live on campus
 - Remainder commute from within a 40 mile radius which includes those who rent in the Whitewater area
- 10,302 students are Wisconsin residents
- For non-residential students, hometowns are dispersed as follows:
 - 43 of 50 US states represented
 - 42 international countries represented

SWOT

The University Center is in a unique position because it offers a wide variety of services for the student body. In addition, the UC houses building stakeholders such as the UW Credit Union, Career & Leadership Development, and First Year Experience who contribute to the UC brand image and the services the UC provides.

Strengths

- Ability to upgrade
- Financial status
- Diverse skills/abilities of staff
- Student employees
- Brand focus/awareness
- Food service, recreation and entertainment destination
- LEAP
- Implementation process
- Drumlin will be state of the art

Weaknesses

- Departmental buy-in of UC brand
- Consistency between departments
- Lack of communication among staff members and student employees
- Parking
- Limited Space
- Tickets not in building
- Team disjointment – 3 Buildings
- Low team score – 5 Dysfunctions of a Team
- Exclusive target market focus on students
- Student employee hiring process

Opportunities

- Drumlin closing means an increase in traffic for the UC
- Facility used by many individuals on and off campus including the Chancellor's Office, each of the colleges, the Division of Student Affairs, and First Year Experience
- Central on Campus
- Increasing number of students on campus
- UW-W positioning and brand image
- Stakeholder services
- Entertainment destination
- Extra building capacity during down time

Threats

- Andersen Library now offers group study space, video game checkout and snacks
- Residence Halls offer lounges, study space, TV, and games
- Drumlin opening
- Employee turn over
- Parking
- Stakeholder buy-in/brand image
- Off-campus housing
- Distance from Residence Halls

Integrated Marketing Communications Overview

The following campaign is designed to promote the James R. Connor University Center and its departments. This campaign will also increase awareness of the new University Center logo and focus around the slogan *Getting U Connected*.

Integrated Marketing Communications Objectives

- Increase website traffic by 5 percent in 12 months
- Increase awareness of the University Center and its services by 2,500 individuals in the target market over 12 months
- Achieve 60 percent brand awareness among UC student employees and staff in 12 months

Integrated Marketing Communications Strategies

- Promote the University Center logo and slogan on external communications and on-campus printed and digital material
- Participate in campus fairs and programs to generate informational face-to-face interactions with target market
- Develop brand awareness sessions for use at internal programs
- Utilize social/digital media to communicate with customers
- Develop integrated creative concepts for media, social/digital media, promotions and direct marketing
- Develop on-line promotions to increase brand awareness in target market
- Create interactive web content to engage target audience

Creative Strategy

Creative Strategy Statement/Branding Statement: The James R. Connor University Center is a student - centered destination that helps students and the campus community make connections through events and services.

Creative Brief

Client: James R. Connor University Center
Type: Overall IMC Campaign

Date: 08/21/12
Pages: 1

Why are we creating an IMC campaign?

We are creating this campaign to increase awareness of the James R. Connor University Center and its services and improve the UC brand image. We also want to increase internal brand awareness and promote the new UC logo.

To whom are we talking?

We are talking to UW-Whitewater students currently enrolled in classes. These individuals are men and women between the ages of 18 – 25 and approximately one-third live on campus.

What do they currently think?

Our customers think the University Center is a nice place to visit between classes. Many of those individuals think the University Center food is overpriced and not enough mealplans are offered. Our customers are not aware of the diversity of services/events provided by the University Center.

What would we like them to think?

We would like customers to think the UC is a fun and exciting place to hang out. The UC is “the place to go” on campus to get connected to employment, entertainment, art, friends, food, events, and more.

What is the single most persuasive idea we can convey?

the James R. Connor University Center is a student – centered destination that helps students and the campus community make connections through events and services.

Why should they believe it?

The UC is a beautiful facility with a diverse range of offices that can help students get connected to UW-Whitewater and the surrounding community. The UC also has meeting spaces that can accommodate many events.

Are there any creative guidelines?

This campaign will be centered around the new UC logo and slogan Getting U Connected. The logo will be present on external marketing communications and internal promotions. In addition, the UC background music will be incorporated into UC promotional videos and radio ads. All pieces will include UC Facebook and website information. Ads will follow UC identity standards.

Creative Strategy

Creative Strategy Statement/Branding Statement: The James R. Connor University Center is a student - centered destination that helps students and the campus community make connections through events and services.

Creative Brief

Client:

Date:

Type: Overall IMC Campaign

Pages: 1

Why are we creating an IMC campaign?

To whom are we talking?

What do they currently think?

What would we like them to think?

What is the single most persuasive idea we can convey?

Why should they believe it?

Are there any creative guidelines?

Media Overview

Media, both paid and unpaid, will be essential to promoting overall UC services to the student body. Over the next 12 months, print, broadcast, television, and paid digital media will be developed and utilized to enhance additional components of the UC Integrated Marketing Communications Campaign.

Media Objectives

- Utilize paid digital media to reach 5 percent of the target market a minimum of 10 times over the next 12 months
- Utilize print media to reach 10 percent of the target market a minimum of 5 times over the next 12 months
- Utilize broadcast media to reach 5 percent of the target market a minimum of 10 times over the next 12 months

Media Tactics

- **Print**
 - Posters
 - Table tents
 - Windows to Whitewater
 - University Center brochure
 - UC one sheet
- **Broadcast**
 - Radio ads on The Edge - 91.7
- **Television**
 - TV Ads on campus cable station

Paid Media Tactics

- **Print**
 - Football Flyer
 - Campus Special coupon
- **Digital**
 - SEAL movie previews
 - Athletics E-Magazine
 - Campus Special app.

Department: _____

Media

Media are any advertisements created for your department as a whole. Paid media are any advertisements that you must pay to have displayed. Some examples include: cable/campus TV ads, off-campus radio ads, campus special coupons and SEAL movie previews.

Media Objectives

- _____
- _____
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Media Tactics

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Paid Media Tactics

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Public Relations Overview

The James R. Connor University Center's public relations efforts will focus on earning positive media for the UC, and increasing the number of face-to-face interactions with their target market. This PR campaign will also focus on UC Student Employee brand education.

Public Relations Objectives

- Generate a minimum of 5 positive on-campus stories in the next 12 months
- Co-sponsor 5 in-house events in the next 12 months attended by a total of 1,000 members of the target market over all events
- Provide the target audience with a minimum of 10 opportunities to interact face-to-face at events with UC employees over a 12 month period

Public Relations Tactics

- Involvement Fair
 - Student employee representation
 - Give aways and Getting U Connected cards
- Info. Orbit at Plan-It Purple
 - Student employee representation
 - UC brochures and one sheets
- Faculty/Staff Opportunity Fair
 - Create press kits with information on the UC, UC Departments, a UC promo item, and coupon
- RA Resource Fair
 - Encourage RAs to "like" the UC on Facebook
 - T-Shirt drawing for those who "like" the UC at the fair
 - Student employee representation
- HawkFest
 - Encourage freshman to "like" the UC on Facebook
 - T-Shirt drawing for those who "like" the UC at the event
 - Student employee representation
- Willie's Fun House
 - Sponsor photobooth
 - Upload photos to UC Facebook and encourage attendees to tag themselves
 - Add logo to all photos uploaded
 - Student employee representation
- Whitewater Banner
 - Event announcements and follow-up
- UW-Whitewater Student Leaders Celebration
 - Distribute promotional item with UC logo to all leaders
 - In-house event in the Hamilton Room

- Whitewater Area Chamber of Commerce After Hours

- Create press kits for Chamber of Commerce members that highlight services relevant to them
 - Reservations information
 - Dining information
 - Warhawk Alley brochure
 - Roberta's Art Gallery business card
 - HawkCard brochure
 - Building maps and hours
 - Business cards from Kat Shanahan, Andrea Payton, Bob Barry
 - Warhawk Alley coupons
 - UW-W fact sheet
 - UC one sheet
- Provide building tours
- Provide food and activities for attendees children
- Student employee representation

- Summer on the Mall

- July 2012
 - Press releases sent to local newspapers
 - Press releases sent to Whitewater Banner
 - Tweets/Facebook posts throughout the event to announce dunk tank attendees
 - Partner with No Stomach for Cancer as philanthropy recipient
 - Student employee representation
- August 2012
 - Press releases sent to local newspapers
 - Press releases sent to Whitewater Banner
 - Paired with Klement's Famous Racing Sausages
 - Partner with Camp Dreams as philanthropy recipient and invite wheelchair athletes
 - Tie in with Summer Olympics
 - Create community ties through sponsorships of SOM activities
 - Student employee representation
- June 2013
 - Press releases sent to local newspapers
 - Press releases sent to Whitewater Banner
 - Post-event press releases and photos to local newspapers and Whitewater Banner
 - Partner with philanthropy recipient
 - Student employee representation

Internal Public Relations

- Student Manager Program
 - Branding presentation and education
- Student Marketing Committee
 - Branding education
- Fall 2012 Student Orientation
 - Promo items for students with logo
 - Branding presentation
- End of Semester Reception
 - Fall 2012
 - Spring 2013
- Utilize Listserv for UC Employees

Direct Marketing Overview

The direct marketing portion of the integrated marketing communications campaign for the UC will utilize direct mail postcards, direct social media tags and emails to UW-Whitewater students.

Direct Marketing Objectives

- Utilize postcards to increase Zimride sign ups by 1 percent over 12 months
- Utilize social media tags to increase Facebook post reach by 1 percent over 12 months
- Utilize direct email to reach 1 percent of the target market a minimum of 6 times over the next 12 months

Direct Marketing Tactics

- Zimride Postcards
 - Sent to all students in the Residence Halls
 - Contain information on UC Social Networking
 - QR Code to "Like" the UC on Facebook
- This Week in Whitewater
 - Include weekly information on UC events
- Social Media tags
- Join listserv utilization

Department: _____

Public Relations Media

Public Relations is about EARNING media. Some examples include: sponsoring or co-sponsoring events, customer satisfaction, generating positive (unpaid) media reports, and attendance at campus fairs.

Public Relations Objectives

- o _____

Public Relations Tactics

- o _____

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 - Include weekly information on UC events
- Social Media tags
- Join listserv utilization

Department: _____

Direct Marketing

Direct Marketing includes all material that is sent directly to the target audience and solicits a direct response. Some examples include: information in students residence hall rooms, brochures, and post cards. Typically this medium elicits a single digit percent response in the target market.

Direct Marketing Objectives

- o _____

Direct Marketing Tactics

- o _____

Promotions Overview

Since the UC is a destination that offers many services and experiences for students, the promotion section of the integrated marketing communications campaign will focus on UC and logo promotion, rather than sales.

Promotion Objectives

- Utilize logo and/or slogan on 60 percent of promotional products given to the target market over the next 12 months
- Utilize logo and/or slogan on emails from 40 percent of UC departmental email accounts over 12 months
- Utilize logo on 75 percent of apparel designed over the next 12 months

Promotion Tactics

- Give Away Wednesdays
 - Facebook contests every Wednesday
- Email signatures
 - HawkCard
 - UC Graphics
 - Reservations
 - Roberta's Art Gallery
 - Human Resources
- T-shirts and other give away items

Department: _____

(Sales) Promotions

Promotions, specifically sales promotions, are intended to increase sales or awareness of the UC through special offers or give aways. Some examples include: coupons, discounts on products or services, or departmental promotional products.

Promotions Objectives

- o _____

Promotions Tactics

- o _____

Additional Digital/Social Media Overview

University Center digital and social media is designed to increase interaction and communication with target market, improve the UC brand image, and increase the reach of University Center information.

Additional Digital/Social Objectives

- Achieve a consistent weekly reach of 5,000 members of the target market over a 12 month period via social networking
- Achieve a weekly content balance between 7 UC departments in Digital Signage, Facebook, Twitter and Youtube over a 12 month period
- Increase Facebook likes by 1,000 over the next 12 months
- Increase UC Blog reach by 25 percent over 12 months

Additional Digital/Social Tactics

- Digital Signage
 - 3 UC signs updated weekly
 - 1 Esker sign updated weekly
 - 5 slides weekly to Career & Leadership Development
 - 1 Drumlin sign updated weekly
 - Residence Life signs
- QR Codes
 - Interactive Artwork Tour driven by QR Codes
- UC Blog
 - 2-3 posts weekly during academic year
 - Utilize video and photos
 - UC Staff spotlights biweekly
- 100 Unknowns of the UC (Twitter)
 - Utilize video, photos, and links
- Pinterest
 - Build boards for display purposes
- Facebook
 - Posting 4-5 times daily
 - Highlighting information and current events sponsored by the UC
 - Share UW-Whitewater information that is pertinent to our target market
- Website
 - Update web banner weekly
 - Update content a minimum of three times a year
- UC Events Calendar
 - Host and maintain

Department: _____

Additional Digital/Social

Additional digital/social recommendations are unpaid. Some examples include: content on Facebook groups, ads on our in-house or C&LD digital signage, and content on our UC website.

Digital/Social Objectives

- o _____

Digital/Social Tactics

- o _____



Graphics & Marketing Request Form

*This form must be submitted four weeks prior to event.

Event Location: _____

Date: _____

Time: _____

Poster (11 x 17)

Social Media

Press Release

Flyer (8.5 x 11)

Blog

Banner

1/2 Sheet

This Week in WW

Signboard

1/4 Sheet

Whitewater Banner

Shirt

4x6 Card

Digital Signage

One Color

Gallery Sign

General

Two Color

Table Tent*

C&LD

Other: _____

Invitation/Postcard

Res Life

Day of Event Sign

Business Card

Top of stairs

Other: _____

Brochure

Events Calendar

*Subject to Availability

Trifold

Web Banner

Poster/Flyer Quantity:

Bifold

Web Update

Printed _____

Booklet

ATM AD*

Laminated _____

QR Code: _____

Fome-cor _____

Special Instructions

Images sent to ucgraphics@uww.edu

Assigned _____

Date Completed _____

James R. Connor University Center Identity Standards

Reference Guide

June 18, 2012

- The University Center logo will be used on all UC publications
- The logos may only be printed as 2 Color, Black, PMS268 or White
- The logo must have a .25 inch area of isolation around it
- The background color must be one of the primary or neutral palette colors - or - approved by UC Promotions Coordinator.
- The minimum size for the logo is .75 inches wide.
- The preferred University Center font is Optima. (**Optima Bold for signage**)
- The UC logo cannot be distorted, skewed or altered in anyway.

Nuetral Palatte

Cream (255,254,233) (0,0,10,0)

PMS 9100 (199,203,200) (9,6,10,0)

PMS Warm Gray 6 (186,188,190) (0,0,0,31)

PMS 9023 (229,224,232) (8,10,3,0)

Primary Palatte:

Black

White

PMS 268 (80,29,130) (82,100,0,12)

*In the next few months the University Center will be releasing templates, letterhead and other materials for departmental use.



Event: _____ **Date:** _____

Purpose: _____

Target Audience: _____

Essential Information _____

4 Weeks Prior to Event, Date: _____

- Graphic Request Form filled out (dates, times, locations, rules, sponsors confirmed)
 - Event submitted to Events Calendar
 - Reserve room/catering
 - _____
 - _____
-

3 Weeks Prior to Event, Date: _____

- Respond to media revisions
 - _____
 - _____
-

2 Weeks Prior to Event, Date: _____

- _____ posters up on campus
- Table tent, digital signage and movie preview sent to C&LD (if possible)
- Confirm reservation/set-up

1 Week Prior to Event, Date: _____

- Digital signage on UC and C&LD monitors
 - Movie preview running (If possible)
 - Information on UC social media (Getting U Connected, Facebook and Twitter)
 - Information sent to This Week in Whitewater and Whitewater Banner (if applicable)
 - Confirm headcount for catering
 - _____
 - _____
-

Week of Event, Date: _____

- Digital signage on UC and C&LD monitors
 - Information displayed in This Week In Whitewater (if applicable)
 - Information displayed on The Whitewater Banner (if applicable)
 - Information on UC social media (Getting U Connected, Facebook and Twitter)
 - _____
 - _____
-

Day of Event, Date: _____

- _____
 - _____
-

Post Event, Date: _____

- Photos sent to UC Graphics & Marketing
 - Photos displayed on UC social networks (if applicable)
 - Post event sent to Whitewater Banner (if applicable)
 - _____
 - _____
-

Conclusion

Integrated marketing communications is the key to successfully building and maintaining relationships and increase brand awareness. IMC ensures the message from the company is reliable and thus improves relationships with the target market. IMC is a necessity for the James R. Connor University Center. In order to improve their brand image, the UC must unify their marketing efforts and communicate in a shared voice.

This campaign is designed to promote the UC logo/slogan, improve communications with customers, and more closely monitor social and digital marketing efforts. The combination of media (paid and unpaid), public relations, direct marketing, promotions and social/digital media listed in this campaign will assist the UC in increasing brand awareness, and improving their social/digital marketing efforts.

It is essential to the success of the University Center to achieve departmental buy-in of the UC brand and shared marketing efforts. In order to gain trust and improve our brand image in the eyes of their target market, all departments must communicate in a unified voice.

Due to the continuously changing nature of UC staff and student employees, it is in the best interest for the UC to continually document and evaluate their marketing efforts. The tactics outlined here will help to build a measurable and repeatable process which will contribute to the growth and improvement of the UC brand.



GETTING U CONNECTED
