

MARKETING AND BRAND STRATEGY PHASE II

Start: July 1, 2025	Budget: \$500,000
Finish: June 30, 2026	Actual YTD: \$480,000

MARKETING AND BRAND STRATEGY WORKFLOW

Task	January	February	March
Account Management & Brand Execution Support			
Internal Brand Rollout/Launch & Socialization			
Asset Production & Media Planning			

RISK/MITIGATION

The robust Q2 work put the division in a good place as staff begin collateral production and brand rollout in Q3 (Winter/Spring 2026). The failed designer search in UCM may delay the pace of progress on some aspects of collateral production, but moving up the schedule, particularly for admissions-specific projects, is a strategy being employed. A degree of budget flexibility will continue to be important as we scale projects to place emphasis on project needs and effectively introduce the new brand to our audiences.

Q2 HIGHLIGHTS

- ✓ Shared preliminary brand concepts through trustee portal as part of the quarterly meeting.
- ✓ Advanced the work of the BLAST group by initial meeting and assignments to support asset creation.
- ✓ Organized and supported a 4-day photo/video shoot to support brand execution and collateral production.
- ✓ Finalized new brand guidelines and brand templates.

Q3 OBJECTIVES

- Begin integrating new media and new brand assets into templates and priority projects.
- Plan internal rollout/launch.
- Continue engagement of the BLAST group through support of rollout.
- Plan paid media strategy.
- Execute brand socialization with campus partners.

Status:
Lead: Joseph Miller
Pillar: Excel, Engage
Date: 01/09/2026

DESCRIPTION

Create a flexible brand platform that conveys Winthrop's brand purpose and value for all audiences. Elevate our story in support of awareness, reputation, and enrollment marketing needs. Extend the brand to support external and internal communications needs.

