

# MARKETING & BRAND STRATEGY

Start: July 1, 2024

Budget: \$500,000

Finish: June 30, 2025

Actual YTD: \$0

## MARKETING & BRAND STRATEGY PROJECT WORKFLOW

Task	April	May	June	July	August
Kick-off/Onboarding	█				
Discovery		█			
Asset Evaluation	█				
Brand Assessment		█			
Brand Concepts		█			
Guidelines & Socialization				█	

## RISK/MITIGATION

Additional time was needed from state procurement to vet agency proposals, which delayed our evaluation timeline by two months from the initial project timeline. The on-campus evaluation team worked through proposal reviews diligently, which helped reclaim much-needed time to identify and select finalists. A lengthy contract negotiation phase could further delay the timeline.

## Q2 HIGHLIGHTS

- ✓ RFP was posted and vendors' questions were answered.
- ✓ State pushed proposal submission back to Oct. 15 due to hurricane.

## Q3 OBJECTIVES

- ✓ State procurement officer convened scoring panel and reviewed process Jan. 9.
- ✓ Panel scored technical and business proposals Jan. 23, 24, and 31.
- ✓ State determined top 3 agencies to invite for oral presentations Feb. 3.
  - Panel to hear and score oral presentations on Feb. 21.
  - State to determine highest-scoring agency, work through negotiations, and award contract, ideally in March.

Status:   
 Lead: Joseph Miller  
 Pillar: Excel  
 Date: 02/04/25

## DESCRIPTION

*Phase one includes evaluation and strengthening of brand to create a comprehensive strategy that will unify marketing efforts across the university. Potential partner currently being determined through RFP.*

