

# MARKETING & BRAND STRATEGY

Start: July 1, 2024

Budget: \$500,000

Finish: June 30, 2025

Actual YTD: \$0

## MARKETING & BRAND STRATEGY WORKFLOW

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

## RISK/MITIGATION

With the selection and awarding of **160/90** as the brand agency finalist (in coordination with state procurement), we will need to secure approval from the Board of Trustees to begin work. Over the next few months, our on-campus team will be sensitive to tight deadlines and turn-around of discovery assets so that the team from **160/90** will be able to execute the phases of work in their analysis, leading up to the timely delivery of preliminary brand concepts in mid-summer.

## Q3 HIGHLIGHTS

- ✓ Identified three agencies to invite as finalists for oral presentations.
- ✓ Completed script/outline of presentation requests for finalist agencies.
- ✓ Evaluated oral presentations by finalist agencies.
- ✓ Submitted final evaluation of proposals to state procurement.
- ✓ Identified and selected finalist agency and awarded contract to **160/90**.

## Q4 OBJECTIVES

- Secure final approval from Board of Trustees to enter contract with **160/90**.
- Conduct kickoff and onboarding to define the scope of work for Year 1.
- Invite **160/90** to present to Board of Trustees at April meeting.
- Complete Discovery, Asset Evaluation, and Brand Assessment.
- Deliver the first DRAFT of preliminary Brand Concepts.

Status:

Lead: Joseph Miller

Pillar: Excel

Date: 04/08/25

## DESCRIPTION

*Phase one includes evaluation and strengthening of brand for Admissions and Academics to create a comprehensive brand strategy that will unify marketing efforts across the university. Phase 2 will extend to Athletics and Advancement.*

