

MARKETING & BRAND STRATEGY

Start: July 1, 2024

Finish: June 30, 2025

Budget: \$500,000

Actual YTD: \$90,000

MARKETING & BRAND STRATEGY WORKFLOW

Task	June	July	August
Brand Strategy	■		
Brand Concepts		■	
Paid Media Strategy & Plan			■
Brand Guidelines & Toolkit			■

RISK/MITIGATION

Our work with the **160/90** team through the Discovery and Asset Review phase was successfully completed on time. Over the next few months, our on-campus team will be responsive to tight deadlines and turn-around of feedback on brand strategy and concepts so that the team from **160/90** will be able to plan the media strategy, develop brand guidelines and toolkit in time for an internal rollout and socialization of the new brand strategy in time for the Fall 2025 semester.

Q4 HIGHLIGHTS

- ✓ 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

CONTINUING OBJECTIVES

- Provide feedback on brand strategy and brand concepts to set the foundation for all creative assets.
- Plan for brand execution for paid media strategy and plan.
- Prepare for the internal rollout and socialization of the brand on campus (brand guidelines and toolkit) as we move into Phase 2 of the project and begin implementing the brand.

Status:



Lead: Joseph Miller

Pillar: Excel

Date: 05/30/25

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.

