

**Pathway Goal:** Community Partnerships

**Action Item #**  
2-8 (e)

**Report:**  
 Mid-Year: December 2016  
 Year-End: April 2017

**Action Item Description:**

Advance understanding about what UNLV has to offer. This report will focus on new advertising campaign, launched October 2016.

**Submitted By:**

|               |                                 |
|---------------|---------------------------------|
| Name          | Division                        |
| Vince Alberta | Integrated Marketing & Branding |

**Working Group Members:**

|                 |                                       |
|-----------------|---------------------------------------|
| Name            | Department                            |
| Nikki Troxclair | University Marketing & Communications |

**Provide a written overview of the year-long process for your working group.**

The final 2016 presidential debate on the UNLV campus provided the platform for the Integrated Marketing & Branding Division to develop and introduce a new branding campaign to Southern Nevada and promote the university through national and international media. Additionally, staff worked closely with colleagues, through committees and one-on-one, to begin integrating the branding and messaging across campus.

**2016-17 Accomplishments**

Developed and executed a brand awareness advertising campaign for the first time in more than a decade. The campaign had a soft launch in the fall of 2016 and a hard launch in early 2017. The brand theme is: Different. Daring. Diverse. We utilized the brand as the main theme for President Jessup's State of the University address, and incorporated the concept into messaging and multiple communications platforms. A marketing calendar has been developed and distributed to stakeholders that provide an outline for key messages each month. Continued the development of the web site redesign transitioning to phase two that integrates design of pages highlighting colleges and schools. We also developed a strategic plan for social media to further leverage this communications channel to reach target audiences. Finally, we updated new signage at McCarran International Airport and add (video) kiosks.

## Recommendations

An annual commitment of on-going resources for brand marketing will further strengthen this effort and generate more benefits from long-term planning.

## 2017-18 Next steps

- **What should the goals / activities be for the subcommittee?**
- **Who should be responsible?**

Expand efforts to leverage the “Different, Daring, Diverse” brand on campus and in the community. Advance the university’s Top Tier Initiative by communicating the high-impact work of faculty, staff, and students. Complete the strategic marketing and communications plan that serves as a guide for the subcommittee and other campus stakeholders. Finalize and share the brand guideline book for campus constituents to ensure consistency and continuity in use of logo. Develop a consistent set of metrics to track progress. All of these goals will be a collaborative effort among the multiple departments within the Integrated Marketing and Branding Division, as well as the campus communicators in the various colleges and schools.

**Please review the list below and “X” the appropriate box(es).**

- Potential resources required
- Any reports generated by this working group
- Metrics to be used
- No additional reference material

**Any additional information you wish to share.**