

### Pathway Goal: Infrastructure and Shared Governance

**Action Item #**  
4-2

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

#### Action Item Description:

Communication and collaboration across campus:  
(a) Development of Communications Strategic Plan.  
(b) Communication of employee policies.  
(c) Differentiation of policies and procedures.

#### Submitted By:

Name	Department
Nancy Rapoport	Office of the President

#### Working Group Members:

Name	Department
Nancy Rapoport	Office of the President
Nikki Troxclair	Communications

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

##### 2016-2017:

- Create a plan for employee communication using the resources at hand.
- Bubble plan up through UC and AVP of Communications, Marketing, and Branding to Cabinet-level.

#### 2016-17 Accomplishments

Nancy Rapoport met with Faculty Affairs Office (Ngai Pindell) to brainstorm best practices for employee communications from his perspective.

- University Marketing & Communications is currently developing strategic university communications plan. A large portion of the plan is focused on internal communications and branding. Estimated that it will be completed in Spring/Summer 2017. Implementation or further plans will be developed based on recommended tactics.

### 2016-17 Accomplishments *(continued)*

- As part of this plan, a key tactic was to create a marketing campaign calendar that was rolled out in January 2017. Each month focuses on a key theme, particularly related to Top Tier, and has been rolled out to campus. [See reference material.] Provided to campus communicators and others who manage the communications role in their department
- Developed definitions for Different, Daring, Diverse branding campaign. Provided to campus communicators in order to help speaking consistently to internal and external audiences.

### Recommendations

- Continue to support development of the strategic university communications plan being developed. A large portion of the plan is focused on internal communications and branding. Estimated that it will be completed in Spring/Summer 2017. Implementation or further plans will be developed based on recommended tactics.
- Work with members of Human Resources to determine or discuss the need to hire a communicator to support employee communications from an HR standpoint.
- Committee to meet and decide next steps.

### 2017-18 Next steps

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

It is recommended that committee continue to look for ways to improve internal communications to employees.

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

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

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

# brand resources

Current Integrated Marketing Calendar,  
University-Level Brand Messaging, &  
Social Media Marketing

*Contains information to enhance your unit's marketing through  
message development, guidance, and opportunities to participate  
in the University's monthly marketing campaigns.*

UNIVERSITY OF NEVADA, LAS VEGAS

UNLV

# 2017 Integrated Marketing Communications Calendar

## Purpose

Develop a marketing calendar that supports UNLV's Different, Daring, Diverse brand while providing communication channels that are integrated and focused on the university's strategic priorities. This will help identify marketing and communications content from across campus in order to facilitate information and resource sharing, collaboration, and brainstorming.

Each month, marketing communications plans will be developed surrounding each theme with actionable tactics/output from ideas generated. We will track the point of reference and the platform for communication throughout the year as well as provide monthly metrics (both qualitative and quantitative) across our communications platforms. This will allow us to monitor and measure the tactics in terms of goals, branding, and audience messaging while giving the university the ability to adjust future plans to ensure a properly balanced representation of our university's core initiatives and key messaging.

## Aligning with the Top Tier Strategic Plan

This will guide us in striking the proper balance of featuring UNLV's colleges and schools, plus hitting all of our top brand messages. This data will be included in our regular internal reports, campus semester reports, and our division's year-end report developed on behalf of the vice president and provided to the president.

## 2017 CALENDAR

**JANUARY:** UNLV is Different. Daring. Diverse.

**FEBRUARY:** Creative Activity

**[TOP TIER PATHWAY: RESEARCH, SCHOLARSHIP, & CREATIVE ACTIVITY]**

**MARCH:** Campus Improvements & Athletics Facilities

**[TOP TIER PATHWAY: INFRASTRUCTURE & SHARED GOVERNANCE]**

**APRIL:** Scholarly Activity (focus on faculty)

**[TOP TIER PATHWAY: RESEARCH, SCHOLARSHIP, & CREATIVE ACTIVITY]**

**MAY:** Commencement & Student Success

**[TOP TIER PATHWAY: STUDENT ACHIEVEMENT]**

**JUNE:** Community Engagement & Outreach

**[TOP TIER PATHWAY: COMMUNITY PARTNERSHIPS]**

**JULY:** Academic Health Center

**[TOP TIER PATHWAY: ACADEMIC HEALTH CENTER]**

**AUGUST:** Back to School/Admissions

**SEPTEMBER:** UNLV's 60th Anniversary – Celebrating our history

(Will also be reflected in October, November and December)

**OCTOBER:** Research

**[TOP TIER PATHWAY: RESEARCH, SCHOLARSHIP, & CREATIVE ACTIVITY]**

**NOVEMBER:** Time of Thanks

**DECEMBER:** Year in Review

# Branding Statements

University Marketing & Communications, working closely with key internal stakeholders, has developed a guiding set of core-brand messages. These messages communicate not only who we are but also what makes UNLV stand out.

These messages serve to guide our larger brand messaging as we develop marketing that moves us closer to becoming a Top Tier university.

**Below is our Different, Daring, Diverse brand messaging:**

## Different.

**A university that gives you the opportunity to make real change, not just talk about it.**

- UNLV doesn't do things the traditional way. We are original. We do what no one else can in and out of the classroom.
- Out of the 4,000 universities and 200 research universities in the nation, only a handful of them are urban public research universities and UNLV is one of them. With more than 29,000 students, we are an emerging institution that provides our students with many different academic, research, service, and leadership opportunities.
- Unlike many other universities, both undergraduate and graduate students have the ability to conduct research during their studies. Students work side-by-side with faculty to solve many real-world issues. They're researching potential cures for HIV, Parkinson's and Alzheimer's – and getting published; tackling climate change and environmental issues; and discovering new energy alternatives.
- It's hard to ignore our unique location so we don't. Our campus is in the heart of Las Vegas, a worldwide destination. Business leaders from around the world converge on Las Vegas to meet, think, and exchange ideas, positioning our students and faculty to become global thought and change leaders.
- Through expanding connections with our partners, UNLV is enriching the cultural vitality and stimulating the economic development and diversification in our community. We leverage our distinctive strengths to collaborate locally, nationally, and internationally.

## Daring.

**We explore, push past boundaries, and discover what hasn't been done before, while not being afraid to take the unconventional path.**

- UNLV is an energetic and unstoppable force. We are always in motion, creating balance and growth across a variety of industries as we change the world for the better.
- UNLV is committed to inspiring a better way of life on campus and within the communities we serve. We create opportunities for our students, faculty, and staff, and we do so in bold, dynamic, and authentic ways.
- UNLV fosters a climate of innovation in which more than 1,000 faculty produce high quality, widely disseminated influential research, scholarship, and creative activity. Their astounding range of knowledge and expertise creates an environment where the possibilities are endless.
- UNLV has a number of ongoing, impressive initiatives that set us apart. Achieving UNLV's Top Tier goals within a decade will secure our place as a leading national public university in the country. Other universities continue with the status quo; we take chances.
- UNLV's spirit represents the community in which we live. Las Vegas didn't excel by following the traditional route, and UNLV dares to do the same in bold, inventive ways.

## Diverse.

**A university as colorful and innovative as the city it calls home, a place where diversity of culture, experience, and worldviews create an environment of learning and collaboration unlike anywhere else.**

- UNLV is the nation's second most diverse campus. This aspect enriches the overall learning experience because it brings different perspectives, values, and opinions to the classroom and to campus.
- UNLV embraces our core values of diversity, equity, and inclusion. We are receptive to change. We listen to others with open minds. We support each other in our differences.
- UNLV continues to recruit, retain, and graduate a diverse body of motivated students because of the strength of our learning experiences, mentoring programs, real-world creative and research opportunities, and vibrant campus community.
- UNLV is dedicated to shaping the lives of our students and offering them the best possible educational experiences. We reflect what an engaged, modern university will be in the future.
- UNLV is diverse in its academic programs. Through our 16 colleges and schools, which include more than 200 undergraduate majors and more than 145 graduate programs (certificates, master's, specialists, doctoral, and professional degrees), our focus is placed on achievement through education, research, scholarship, creative activity, and clinical service. This allows us to prepare our future alumni to be state and national leaders through a variety of programs focused on interdisciplinary studies, research, internships, global experiences, and service to others.

# #RebelsTakeChances Social Media Campaign

## About the Hashtag

#RebelsTakeChances supports our Different, Daring, Diverse campaign by getting our audiences to share an authentic story about themselves.

It could be a time a student succeeded when the odds were against them or they faced a setback that changed their life. A time when an alum crossed something major off their bucket list or had a small moment of personal triumph.

## How Should I Use it?

Include #RebelsTakeChances in a simple but powerful sentence describing an action or telling a story. The hashtag can go with photos, videos, or news center stories that emphasize the stories of our students, faculty and staff, and/or alumni.

**Different:** Showcase what sets your department apart, how your department makes real change in unconventional ways, or describe the groundbreaking achievements by students, faculty, researchers, and alumni.

- *At @UNLVEngineering, #RebelsTakeChances through high impact research changing the world around us.*
- *#RebelsTakeChances exploring movement.*

**Daring:** Share a story about when a Rebel (a student, faculty member, or alum) took a risk or dared to do something they thought was impossible.

- *#RebelsTakeChances writing screenplays. Directing documentaries. Researching Alzheimer's. Engineering robots.*
- *#RebelsTakeChances to study abroad.*

**Diverse:** Highlight the people who embrace our core values of diversity, equity, and inclusion.

- *A top advisor out of 1,400 student chapters! Ross Bryant named National Advisor of the Year representing @UNLVVets #RebelsTakeChances*
- *UNLV is different, daring, diverse. We're proud to say our #RebelsTakeChances.*
- *#RebelsTakeChances as engineers, writers, nurses, and scientists.*

## What Kind of Visuals Work Best?

Whenever possible, use a photo or video of people in action rather than a portrait shot. Sharing Rebel stories (whether they are students, faculty, or alumni) is the main focus of the hashtag, so including the Rebel taking action will make the posts more engaging.

## How Will the Posts be Used?

We are creating a Storify board highlighting how #RebelsTakeChances with posts from Facebook, Twitter, and Instagram: <https://storify.com/unlv/rebelstakechances>.