UNLV

Pathway Goal: Community Partnerships   **Report:** Year-End: May 2018
Action Item #   9-1

Action Item Description:

Be more creative, comprehensive, consistent and proactive in communicating the UNLV brand.

Submitted By:

Name	Department
Kris Shay	Enrollment Management

Working Group Members:

Name	Department
Kris Shay	Enrollment Management
Isabelle Johnson	Integrated Marketing & Branding
Vince Alberta	University Marketing & Communications
Allan Breese	Finance & Business
Ryan Doyle	Police Services Administration
Kevin Dunegan	Nursing
David Frommer	Finance & Business
Craig Granger	University Marketing & Communications
Darrell Lutey	Information Technology Leadership Support
Nikki Troxclair	Integrated Marketing and Branding

Process and Timeline: Provide a brief summary of the year-long process for your working group.

• Encourage and facilitate a greater sense of community, and foster a sense of "place" and pride in UNLV.
 • Maintain consistency across campus of all "UNLV" signage.
   o Review and determine approval of signage requests.
   o Support major campus initiatives.
 • Determine next steps for increasing signage and signage external to campus.

Describe what has been accomplished so far this year.

- An official Campus Signage Request Form has been added to the 60th Anniversary web site. Anyone wishing to hang signs/banners in any public, outfacing area on campus must submit this Form for approval. Depending upon the request submitted, appropriate members of the Signage Committee will review for approval.
- Pole banners have been identified across all major campus areas of high traffic and now have either the UNLV Banners, or 60th Anniversary banners. Additionally, seasonal athletic banners (football/basketball) have been hung on 10 strategically identified poles, per a Campus Signage Request Form request.
- "UNLV Strong" Signage has been installed in the Alumni Amphitheatre.
- UNLV signage was placed at various locations around the Shadow Lane Campus prior to the start of the Fall 2017 semester.
- 2 Plexiglass Podium designs have been developed, one with UNLV logo in red with white background and one with UNLV logo in white with red background. These are being developed to allow for easy installation and removal.

Identify next steps.

- Working to create and install RebelSAFE Mobile App combined with the UNLV Wayfinding App signage on strategically identified red campus kiosks.
- Identifying all pole banners around entire periphery of campus and pursuing possibility of hanging permanent metal UNLV pole banners. Currently working with county public works unit to determine how to obtain necessary permits and appropriate application process to use.
- Investigating possibility of improving/increasing UNLV signage at various locations on 215 and 15.
- Continually monitoring and reviewing any new Campus Signage Request Form submissions and addressing as appropriate.
- Creating designs for RebelSAFE elevator wraps for residence halls and RebelSAFE pole banners around residence halls as well.

What will your final product be at the end of the year? Such as, what metrics which will be used to assess your progress/achievement, will a report be generated, etc?

The only metrics would be to complete all projects underway, continually monitor Campus Signage Request Form submissions, work with Wayfinding Committee as appropriate and brainstorm future initiatives.

You may have reference material to attach to this report. Select from the list.

☒ No additional reference material

OR

☐ Any material generated by this working group (if completed at this time)

Additional information to include (optional).

Click here to enter text.

End of Mid-Year Report
Remainder of the report will be completed in May.

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2017-18 Accomplishments.

- A Signage Request form was developed and added to the 60th Anniversary web page for Signage Committee to monitor and make determinations as submissions received. Kris is currently working with Nikki to secure a new location on the web for the Form when 60th Anniversary web page comes down.
- Pole banners across campus have been identified and all heavy traffic areas have appropriate banners (UNLV, 60th Anniversary, Athletics has 10 seasonal pole banners changed out as appropriate).
- UNLV signage has been placed at various locations on Shadow Lane Campus.
- 2 Plexiglass podium designs have been created and Kris will work with Kyle and Isabelle to determine how podium signs will be promoted and tracked. To date, the new signs are being used by the President's Office, and Performing Arts.
- All monument signs on campus (6) have been updated and replaced. New maps include a location identifier and RebelSAFE and Wayfinding app information.
- Currently working on signage for 10 campus kiosks which will have Wayfinding/RebelSAFE app information. Each sign 22" by 47" and we will be ordering 44 of which 40 will be installed and 4 will be extra as replacements.
- 2 RebelSAFE elevator wraps in 2 elevator banks in Dayton Complex (residence halls) and on the 2nd floor of the University Gateway Parking Garage on Maryland Parkway were installed in March.
- We plan to remove all 60th Anniversary branded signage the first week of June and replace them with new complimentary designs in the following locations:

  - 2 - RLL (Northeast corner and Southwest corner of building) – new design
  - 1 - CBC-C - DDD banner
  - 1 - Lied Library - DDD banner
  - 1 – CEB – new design
  - 1 – SRWC- new design
  - 3 – Alumni Amphitheatre (15' by 6') – new design
  - 1 – Stairs by Performing Arts Center (15' by 6") – new design
  - Various light poles throughout campus – UNLV logo branded design

- We are pursuing perimeter metal signage (Tropicana/Maryland/Flamingo/Paradise) and will investigate needed fabrication and permits via Eric Denman at Clark County Public Works.
- Kevin Dunnegan has plans in the near future to update the Shadow Lane campus' 20 double bracketed pole banners with double-sided mesh banners that include the Dental School, School of Medicine and Clinical Simulation Center of LV. There are 40 banners in total.
- The utilization of 42 UNLV sail banners is being investigated to both raise awareness across campus of their existence and to streamline installation processes.

SWOT Analysis: Determine the strengths, weakness, opportunities, and threats presented in the data.

Strength(s)	• Well-selected committee members who have authority to be creative and move things forward. • Creating a sense of pride and place with signage developed thus far. • Bringing community together to work together on a feel-good project. • Great leadership and direction provided by Kyle. • Key campus partners have helped find funding or exempted us from associated costs to make development and implementation affordable. • This is something most people respond to and have an interest in, thus makes it somewhat easier to get needed buy-in and participation. • The authority the Signage Committee does have is helping to keep things consistent and appropriate
Weakness(es)	• No funding. • Off-campus red-tape/bureaucracy making it difficult to place signage around perimeter of campus and Routes 15/215. • Raising awareness has been challenging. • Challenging to get all campuses to the level of signage we aspire to (ie Shadow Lane)
Opportunity(ies)	• Creates opportunity to work with local community to form relationships as we work on external signage. • Better promotion will help move things forward, not just in heavy traffic areas, but will help create a sense of "place" in each specific area on campus. Message can be tailored specific to these areas to augment the overarching branding message
Threat(s)	• Change in leadership could result in branding campaign change, negating all signage created thus far. • Potential campus partners not working collaboratively – hard to officially "police" our policies. • Loss in "creative" funding or in the willingness of campus partners to fund and/or offset labor/install/removal costs could be prohibitive in executing future signage initiatives.

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2018-19 recommendations and next steps

- **What does the SWOT analysis reveal?**
  - That funding is a serious issue and at the moment we are relying on creativity, exceptions to current charges, and getting small amounts granted to us to keep things moving.
  - That our Committee members are making a real difference and are very committed.
  - That we need to better promote the existence of the committee and the fact that folks can utilize/repurpose current signage and/or create signage of their own (with their own funds).
  - A sense of place is critical and this committee is making a difference!
  - Perimeter signage is an important next step.
- **What should the goals / activities be for the subcommittee?**
  - To continue to partner with Wayfinding to improve navigation of campus and promote the Wayfinding app.
  - To work with Police Services to assess effectiveness of current RebelSAFE app currently located on monument signs, campus kiosks and elevator wraps in Dayton Hall and Gateway Garage.
  - Better promotion of the committee and encouraging the campus community to create a sense of place and pride specific to their respective area(s) on campus.
  - Perimeter signage needs to be seriously pursued!
  - Continued maintenance of all current signage and replacing all 60th Anniversary signage with appropriate branding signage.
  - Find a new "home" for the Signage Request Form.
  - Promote existence of podium signage.
- **Who should be responsible?**
  - Ultimately, Isabelle and Kris, but each committee member should be responsible for duties/charges relevant to their area(s).

> Moving forward, we must continually monitor campus-wide signage requests; promote current types of signage and information about cost and availability; and ensure we are maintaining consistency in signage across campus while creating a sense of community and fostering a sense of "place" and "pride" in UNLV. All sub-committee members are critical and their contributions much appreciated!

You may have reference material to attach to this report. Select from the list.
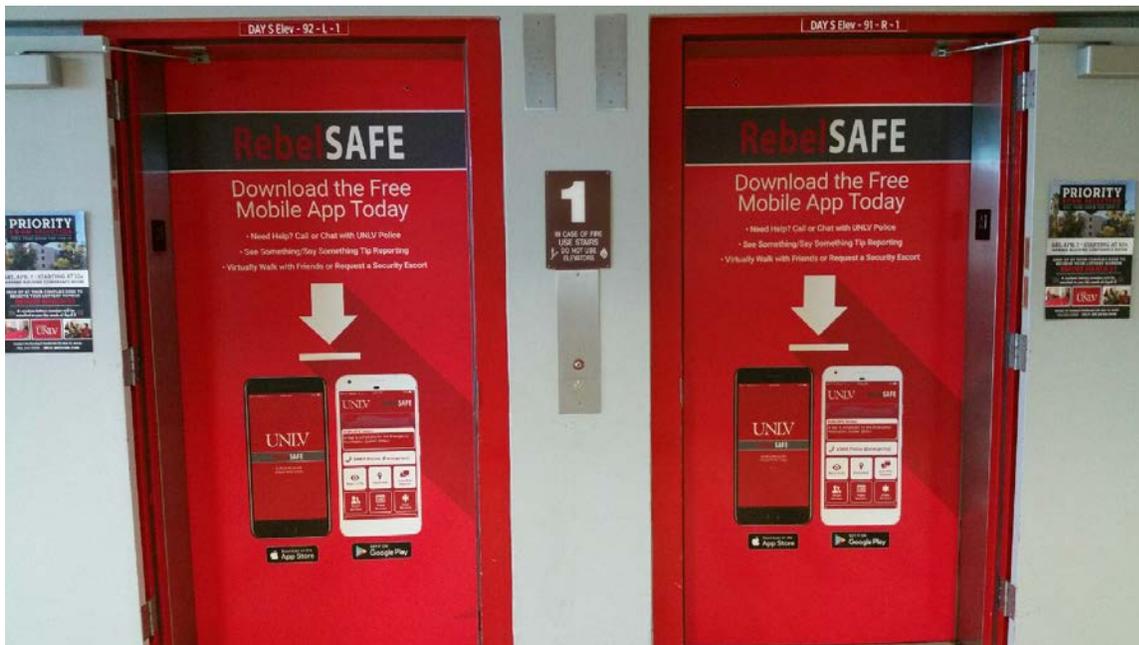
☐ No additional reference material

OR

☒ Any material generated by this working group

Additional information to include (optional).

━━━ End of Report ━━━