

Pathway Goal: Community Partnerships **Report:** Year-End: May 2018
Action Item # 8-1

Action Item Description:

Goal: Encourage and facilitate greater community engagement.
Action: Be more creative in communicating the UNLV brand.

Submitted By:

Name	Division:
Vince Alberta	Integrated Marketing & Communications

Working Group Members:

Name	Department
Staff Members	Brand, Marketing, & Communications

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

Reports on advertising and branding campaigns, produced annually.

Describe what has been accomplished so far this year.

- The overall advertising strategy focuses on visually telling the UNLV story by extending the “Different, Daring, Diverse” campaign. Specific messages center on main points that UNLV Admissions uses during the recruitment cycle: value (cost and quality of education), diversity, and location.
- Audiences: Prospective undergraduate and graduate students (ages 16-23) and parents (with kids at home ages 16-19) in the Southern Nevada region.
- Marketing campaign was produced in-house. The marketing campaign includes traditional marketing platforms, as well as new media.
- The campaign will run approximately three months and will be applied in mostly digital platforms: YouTube, Instagram, and Snapchat, and key words on search engines.
- Digital billboards around the Las Vegas valley will reinforce the message.
- Analytics will be evaluated to determine which ads were most effective.

2017-18 Accomplishments.

- Developed and implemented an overall brand marketing campaign that focused on visually telling the UNLV story by extending the “Different, Daring, Diverse” campaign. Specific messages center on main points that UNLV Admissions uses during the recruitment cycle: value (cost and quality of education), diversity, and location. Campaign was produced in-house and targeted prospective students 16-23. Campaign ran in the fall of 2017 and late spring of 2018 on mostly digital platforms: YouTube, Instagram, and Snapchat, and key words on search engines. Digital billboards around the Las Vegas valley have been reinforcing the message.
- 60th Anniversary – used the campus infrastructure from the 2016 Presidential Debate to brand the campus and incorporate messaging that highlighted the evolution and accomplishments of UNLV. While the application was for the entire academic year, particular emphasis was placed on the first 60 days of the fall semester when students returned, and near the dates of the actual anniversary, and homecoming. A special marketing piece was included in the Las Vegas Review Journal the latter part of November that highlighted the evolution and progress of the university over the years. A 60th anniversary digital logo was developed for branding purposes in emails and/or social media platforms, as well as campus signage.
- University Marketing & Communications worked with Enrollment and Student Services to develop a “View Book” and accompanying collateral marketing materials for students that incorporated the branding and messaging of UNLV. This is the first time in approximately a decade that a new, comprehensive View Book with supporting materials had been developed. University Marketing & Communications also worked with the UNLV Foundation to develop the second annual report that also incorporated universal branding and messaging.
- We have further extended our pilot project to wrap elevators at key campus locations. Most recently, we have wrapped elevators in the campus dorms to reinforce key messages such as the Rebel Safe program.
- We are working to change out the signage and messaging at McCarran International Airport by the end of Fiscal Year 18 that will be more consistent with the Different, Daring and Diverse brand.

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

Strength(s)	Collaboration among various schools, colleges, divisions, departments, and teams. In-kind support from external stakeholders such as billboard companies and the airport.
Weakness(es)	Lack of continuous (annual) dedicated funds makes it difficult to be as strategic as possible.
Opportunity(ies)	Opportunities with the Las Vegas Convention Center, and other community stakeholders.
Threat(s)	The transition in leadership may cause some of our community stakeholders to pause with their in-kind donations.

2018-19 recommendations and next steps

- **What does the SWOT analysis reveal?**
- **What should the goals / activities be for the subcommittee?**
- **Who should be responsible?**

Identifying a dedicated, annual line item for institutional brand marketing would be beneficial. We need to continue to find ways to expand the brand across campus and/or in the community. Examples would be extending the use of elevator wraps around campus and looking for additional opportunities to leverage the UNLV brand at a value-added investment.

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
