

2018 marketing campaign

Purpose, Definitions, Themes, and Tactics

UNIVERSITY OF NEVADA, LAS VEGAS

UNLV

2018 Marketing Campaign

The goal of the 2018 Marketing Campaigns is to improve the reputation and preference toward UNLV through coordinated, campuswide marketing and communications efforts that enhance general awareness and specific calls to action. In doing so, UNLV can minimize marketing and communications costs and maximize reach, frequency, and consistency of university messages and tactics by working together on topics and initiatives that support UNLV's mission.

CORE THEMES:

REBELS [Insert theme] **in Different. Daring. Diverse. Ways**

February/March: Change the World

April/May: Lead

June/July: Explore

August/September: Create

October/November: Care

Campus Communicators: How to Contribute

Campus communicators or unit representatives should contribute ideas, stories, and marketing assets during every theme. This helps to positively position and create awareness about your department while supporting UNLV's strategic communications.

IMPORTANT: More resources may be available to you as part of each campaign. Ideas and tactics that are identified and approved as a strategic need within the campaign would have more support. Other units may also cross-promote your work!

- Deadline to share an idea is approximately 30-45 days prior to the start of the new campaign. This allows time to schedule supporting materials. More time is always appreciated to coordinate and finalize articles, video, graphics, and other related marketing communications tactics and tools (see pages 9 - 10).
*Note: You are still welcome to provide content after the deadline or during the campaign.
We will do our best to accommodate your request but additional resources may not be available.*
- Respond to the monthly talking points email sent by the Director of Media Relations. We will use this list to generate ideas for upcoming themes.
- Attend a brainstorming and planning meeting! This will allow for idea sharing and more collaboration. Contact the AVP for University Marketing & Communications for more details on dates and times.
- Repurpose. Repurpose. Repurpose. Don't limit your ideas to one tactic! Articles, social media, and other tactics can be leveraged or repurposed for multi-channel marketing communications.
- Refer to and utilize our Different. Daring. Diverse. Brand Statements at the end of this document.
- Reach out to the AVP of University Marketing & Communications or one of the individuals below if you have questions.

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CAMPAIGN PLAN SUMMARY

Strategies:

- Use the *Different. Daring. Diverse.* brand as the foundation for each campaign.
- Build upon and leverage the unique activities and initiatives in each college/department/unit.
- Pre-plan activities prior to the launch of each campaign. Will allow for more efficiency, avoid duplication of efforts, and increased collaboration.

Tactics:

- Develop core themes that are applicable to the brand, Top Tier, and the initiatives taking place in each college/department/unit at UNLV.
- Collaborate with UNLV units to identify opportunities that will enhance strategic marketing and communications.
- Hold regular meetings to pro-actively brainstorm, identify, and plan specific tactics.
 - Tactics include but are not limited to articles, public relations, social media, video, photo, and marketing collateral (see list of marketing and communications tools on pages 9 - 10).
 - Mini-campaigns or series can be developed for each theme
 - Share your events/activities/initiatives in your area. It could become a core project that is supported by many!
 - Consider interdisciplinary projects - multiple campus communicators can work together and lighten the project workload
- Create marketing communications plan for each theme.
 - Identify tactics, responsibilities, and deadlines for each campaign.
 - The plan will serve as tool to showcase campus-wide collaboration and can be utilized to highlight your role with your supervisor and/or dean.

FEBRUARY AND MARCH: CHANGE THE WORLD

UNLV will highlight how the university and our rebels are changing the world.

UNLV Definitions and Proof Points:

- A university that gives you the opportunity to make real change, not just talk about it.
 - Proof point: UNLV has academic and research partnerships with Lockheed Martin and NASA, giving both students and faculty the chance to work on the Orion project and leading to the phrase “The road to Mars runs through UNLV.”
- UNLV has more than 115,000 alumni all around the world and they are making an impact.
 - Proof point: Our alumni are giants of industry. Many of our hospitality alumni are founders or senior executives of gaming properties around the world.
 - Proof point: Many of our alumni are recognized scholars and recipients of Rhodes, British Marshall, Mitchell, Truman, Goldwater, the National Science Foundation's Graduate Research Fellowship Program, Rotary Ambassadorial, Udall, Carnegie Junior Fellows, and Gates-Cambridge Scholarships.
- Through expanding connections with our partners, UNLV is enriching vitality and stimulating economic development and diversification in our community. We leverage our distinctive strengths to collaborate locally, nationally, and internationally.
 - Proof point: UNLV's Research and Economic Development division, Center for Entrepreneurship, and various gaming institutes have helped file research patents and fund companies created by faculty and students. Examples include Food Genes and Me (specialized diet software) and PyroHalt (fire-retardant chemical).

Note: Many story ideas and concepts could come from the proof points and events

Example ideas for series/campaigns/assets:

- Series on economic development efforts and how we impact Las Vegas/Nevada
- Worldwide service (dental prof who treats exotic animals here and around the world)
- Soon-to-be graduates: how do they plan to change the world
- A guest writer (someone in administration/faculty) who could share their perspective on how UNLV changes the world, community, etc.
- School of Medicine impact
- Global research examples (or “beyond the world” with Mars/space focus)
- Photo essay - Collaborative lab

Events/activities taking place during this time (could support campaign ideas while promoting events):

- Career Day
- Alternative Spring Break
- Career Fair

APRIL AND MAY: LEAD

UNLV will highlight how the university and our rebels are leading and succeeding.

This includes but is not limited to creating awareness on student success, rankings, alumni accomplishments, faculty awards and honors.

UNLV Definitions and Proof Points:

- 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.
 - Proof point: UNLV is leading the charge in creating an increased population of healthcare professionals in Southern Nevada and beyond. The School of Medicine opened in 2017, and U.S. News & World Report in 2018 ranked UNLV's online graduate nursing program among the nation's top 20 for the sixth consecutive year.
- UNLV doesn't do things the traditional way. We are original. We do what no one else can in and out of the classroom.
 - Proof point: UNLV Dental School professor Tina Brandon Abbatangelo is among just a few professionals in the nation/world who work on exotic animals.
 - Proof point: UNLV has unique academic programs that are not typically found at other universities - Urban Leadership Master's Degree; Entertainment Engineering and Design; PGA Golf Management Major; Brookings Public Policy Minor; Solar & Renewable Energy Minor; Unmanned Aircraft Systems minor, Cybersecurity Graduate Certificate; and many more!
- 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.
 - Proof point: UNLV is among just a handful of U.S. universities that offer the Journey program, which provides mentorship and project funding to Native American and other minority high schoolers interested in health sciences and STEM.
 - Proof point: Dozens of students, including multiple Outstanding Graduates, have been published in top-tier research journals — an amazing feat for university students, and especially for undergraduates.

Note: Many story ideas and concepts could come from the proof points and events

Example ideas for series/campaigns/assets:

- Commencement promo - How graduates will lead outside of the classroom. What does the future look like?
- Outstanding graduates
- Alumni: Leadership lessons from our alumni
- Health leadership - UNLV students and/or faculty fill the gaps to keep our community healthy (dental clinics, athletic training, med school, public health, nursing, etc.)
- Student athletes leading on campus/in community
- How we lead in hospitality (alumni, students, research)

Events/activities taking place during this time (could support campaign ideas while promoting events):

- Senior Send Off
- Greek Week
- Commencement
- Festival of Communities
- Earth Day
- Rebel Preview
- Outstanding Grads
- Faculty/Staff Awards (Academic Gala)
- Undergrad/Grad Student Research Forum
- Finals
- Orientation starts
- Student awards/honors
- Engineering senior design projects

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JUNE AND JULY: EXPLORE

UNLV will highlight how our faculty, staff, students, and alumni are exploring and discovering in different, daring, and diverse ways.

This campaign focuses on the aspect of seeking knowledge, asking questions, and the process of learning new things.

UNLV Definitions and Proof Points:

- UNLV explores, pushes past boundaries, and discovers what hasn't been done before, while not being afraid to take the unconventional path.
 - Proof point: The Nevada Institute of Personalized Medicine at UNLV has led multiple groundbreaking studies involving genomes, including research into a possible cure for HIV and a computer program that uses DNA reports to create personalized diets.
- 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.
 - Proof point: The Honors College has sustained its rapid growth, with 316 new students joining the prestigious academic program. Qualifications to enter the Honors College remain high, with 63 high school valedictorians and an overall average 3.89 high school GPA. The college welcomes five new National Merit Scholars this year.
 - Proof point: UNLV is ranked the #1 most diverse public university in the country.

Note: Many story ideas and concepts could come from the proof points and events

Example ideas for series/campaigns/assets:

- Admissions series
 - What to look for when searching for a college
 - Tips on applying for college
 - Scholarship application how-tos
 - Things to do in Vegas once you arrive
- Summer research/activities by our students
- Faculty activities during the summer
- Summertime community resources and activities at UNLV

Events/activities taking place during this time (could support campaign ideas while promoting events):

- Orientation sessions
- Summer Term
- K-12 Camps/Outreach
- Summer research
- McNair/Trio programs/Journeys

AUGUST AND SEPTEMBER: CREATE

UNLV will highlight how the university and our rebels are creating, inventing, and innovating.

This campaign focuses on how we take our knowledge and act on it.

UNLV Definitions and Proof Points:

- UNLV fosters a climate of innovation in which 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.
 - Proof point: UNLV launched the International Center for Gaming Regulation (ICGR) fellowship program in 2016. It is a partnership between the International Gaming Institute and the Boyd School of Law to support research and to provide actionable intelligence to gaming regulators worldwide.
 - Proof point: UNLV professor Francis Cucinotta, a former NASA scientist and a leading scholar on radiation and space physics, researched the cancer risk posed to astronauts who might travel outside the protection of the Earth's magnetic field.
- 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.
 - Proof point: Breanna Boppre, a doctoral candidate in criminology and criminal justice, is working with her professor to review correctional policies and how they correlate to the experiences of minority women in the justice system.
 - Proof point: Amber Turner, a first generation UNLV senior majoring in geology, conducted research with UNLV geoscience research professor Oliver Tschauner on meteorite led her to an eight-month internship studying with NASA at the Johnson Space Center.

Note: Many story ideas and concepts could come from the proof points and events

Example ideas for series/campaigns/assets:

- Series on students conducting research
- Research week promotion
- Series: Opportunities for students to take get involved and take action
- Meet series: New Faculty
- Series: Health Sciences Research
- Series: The Arts - Creativity leads to innovation
- New programs on campus

Events/activities taking place during this time (could support campaign ideas while promoting events):

- Back to school activities
- Creates
- Premier
- Move In
- Welcome Weeks
- State of the University
- *U.S. News & World Report* - Rankings

OCTOBER AND NOVEMBER: CARE

UNLV will highlight how the university and our Rebels care for each other, our campus, and our community in different, daring, and diverse ways.

This could include but is not limited to Rebel acts of kindness, giving, support, philanthropy, community engagement, our core values, etc.

UNLV Definitions and Proof Points:

- 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.
 - Proof point: The Intersection, an academic multicultural center, was created to help improve the student experience. Focus is placed on improving academic success while building a sense of belonging on campus.
- 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.
 - Proof point: Through the Delivering and Serving Hope (DASH) program, student volunteers partner with local homeless shelters to make and provide lunch. UNLV also provides scholarships and other assistance to homeless CCSD students interested in enrolling here.
 - Proof point: Vivian Sam's planting project at Las Vegas Wash
 - Proof point: Master's student Ka-Voka Jackson's plant restoration project on the Hualapai tribe's ancestral lands

Note: Many story ideas and concepts could come from the proof points and events

Example ideas for series/campaigns/assets:

- Giving Day
- Alumni Who Care (feature annual award winners)
- Research/Economic Development efforts that is making a difference (focus on majors/programs/areas that support finding community solutions such as social work, healthcare, etc.)
- Scholarship and financial aid stories that show how we help students pay for college (leads up to FAFSA deadline)
- Honors College series that highlights those students giving back (leads up to Honors College deadline)
- Video series on our Community Engagement activities and partners
- Celebrating our supporters/donors (as it relates to annual dinner)
- UNLV Dental Clinics - care provided to the community
- UNLV School of Medicine - students and faculty out in the community

Events/activities taking place during this time (could support campaign ideas while promoting events):

- Foundation annual dinner - Oct. 8
- Day of Giving
- Homecoming
- Alumni Awards
- UNR - Fremont Cannon Game
- Research Week (promotion of this would occur in previous campaign Aug/Sept.)
- Global leadership retreat
- FAFSA deadline - Nov. 1
- Honors College admissions deadline

Appendix:

MARKETING AND COMMUNICATIONS TOOLS

Executive Communications:

- UNLV Official (coordinated announcement/highlights)
- President's E-Newsletter
- Provost Communications
- Deans newsletters/communications

Editorial:

- News Center Articles, Blogs, Photo Essay, First person account
 - **Examples:** Student achievements/stories, faculty research, honors, awards, UNLV history, athletics, buildings, rankings, recruitment articles, unique programs, interdisciplinary work, study abroad, economic development, partnerships
- New Faces
- Exposure series
- UNLV Today announcement
- UNLV Magazine feature
- Event promotion on campus
- Tips
- How-Tos
- Video story booth (i.e. StoryCorps)

Media:

- UNLV Monthly talking points
- Add faculty to UNLV experts directory
- Pitch stories to local, national, and trades
- Topic/Theme pitches
- Research pitches
- Student achievement pitches
- Event promotion
- Newsmakers series
- Newswise distribution
- External distribution channels (see free list)
- Issues series

Social Media:

- Content aggregation, themed Hashtag UNLV articles, hashtag development (#RebelsTakeChances, #RebelsDiscover, #RebelsCreate)
- Takeovers
 - Student and faculty takeovers, team/student org takeovers
- Posts
 - Sharing content from website and News Center, Exposure stories, Medium
 - Reformatting content from News Center for video and Instagram Stories links
 - Photos that showcase content
 - Infographic sharing
 - Short videos
- Medium
 - Repurposing articles to Medium to promote faculty experts, research, etc.

Creative:

- Items for Monthly In Focus Video
- 1-2 minute overview topical video
- Video interviews/testimonials
- Photos/Photo essay
- Infographic design
- Brochures, Direct Mail, Handouts, Posters, Fliers
- Giveaways
- Magazine design
- Newspaper/magazine insert (external publications)
- Outdoor billboards
- Campus digital signage
- GOBOs
- PowerPoint presentations
- Elevator Wraps, Wall and window wraps
- Admissions and recruitment materials, videos, presentations
- Advertisements - radio, television, print, digital
- Flickr upload
- Banners

Web:

- Homepage photo(s)
- Web videos
- Announcements on department webpages
- Tagging articles within News Center and UNLV websites
- Highlights
- Edit content on your site as needed
- Mobile apps

Other:

- Create an event
- RAVE email
- Tradeshow appearances
- Community event appearance
- Speakers Bureau
- Giveaways
- Contests/Promotions
- Department newsletters
- MyUNLV announcement
- WebCampus/Canvas
- Podcasts
- Communicators Council announcements
- Brown bag luncheon announcements, sharing, etc.
- Signage at local parks and rec
- Sponsorships
- In-kind trades/donations
- Cascade kits for internal audiences
- Awards
- Rankings
- Share announcements/updates on Communicators Slack account

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 30,000 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 our 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 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.