

2024 STEWARDSHIP CONVERSATIONS

MARKETING AND COMMUNICATIONS



UNIVERSITY MARKETING AND COMMUNICATIONS

1. Unit Description
2. Previous Budget Assessment results (Allocations vs Expenses Report)
3. Year 2023-2024 Assessment Results
4. Budget Request





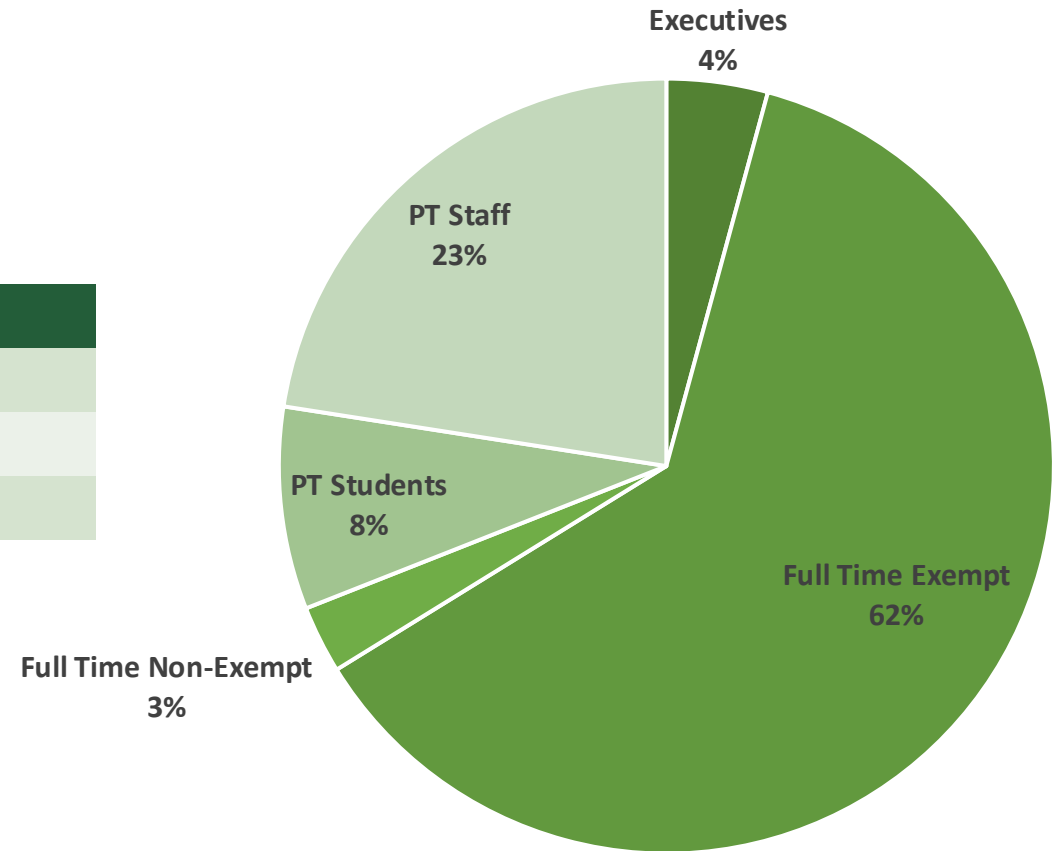
SECTION 1

UNIT DESCRIPTION

MARCOM DIVISION

OPERATIONAL INFORMATION

	'23-'24	'24-'25	Difference	Change
Total	\$6,044,164	\$6,829,705	\$784,541	12.98%
Comms	\$1,167,067	\$1,252,111	\$85,044	7.28%
Marketing	\$4,877,097	\$5,577,594	\$799,497	14.36%



SECTION 2

PREVIOUS BUDGET ASSESSMENT



MARCOM DIVISION

2022-2023 PBA CYCLE

RESOURCE REQUEST	ALLOCATION TYPE	AMOUNT	EXPENSE	CATEGORY (HIRING, DIVISION PROGRAMMING, INSTITUTIONAL COST)	REPORTED RESULTS
Enrollment and Digital Outreach	Appropriated, 2022-2023 One-time	\$300,000	\$300,000	Advertising and Promotion, Institutional Costs	Enrollment for: Fall 2023: HC: +3.61% FTE: +4.87% Spring 2024 HC: +3.29% FTE: +5.22% Summer 2024 HC: +6.92% FTE: +8.08%
Enrollment and Digital Outreach	Appropriated, 2023-2024 One-time	\$60,000	\$60,000	Advertising and Promotion, Institutional Costs	Enrollment for: Fall 2023: HC: +3.61% FTE: +4.87% Spring 2024 HC: +3.29% FTE: +5.22% Summer 2024 HC: +6.92% FTE: +8.08%
SEO MANAGER	Appropriated, 2023-2024	\$100,715	\$108,696.50	Hiring	Hired

MARCOM DIVISION

2023-2024 PBA CYCLE

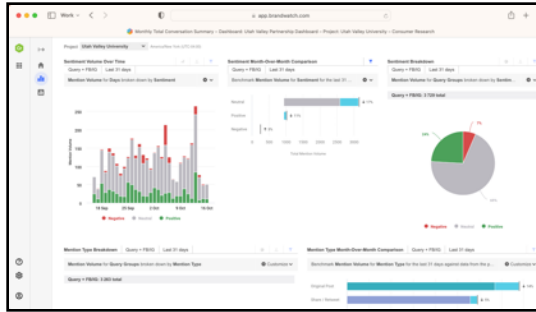
Final	ALLOCATION TYPE	AMOUNT	EXPENSE	CATEGORY (HIRING, DIVISION PROGRAMMING, INSTITUTIONAL COST)	PLAN FOR REPORTING RESULTS
Enrollment and Digital Outreach	Appropriated, 2024-2025 Base	\$100,000	In-process	Advertising and Promotion, Institutional Costs	Final Enrollment numbers
University Advertising and Promotion	Appropriated, 2024-2025 Base	\$280,000	In-process	Advertising and Promotion, Institutional Costs	Varies by Channel; generally, reach, engagement, sentiment, conversion
University Advertising and Promotion One-time	Appropriated, 2024-2025 One-time	\$420,000	In-process	Advertising and Promotion	Varies by Channel; generally, reach, engagement, sentiment, conversion
Baseball Billboard One-time	Appropriated, 2024-2025 One-time	\$475,000	PO submitted for \$500k <small>(facilities paid for 25K)</small>	Institutional funds	Reach/Impressions (current projection is more than 180 million annually)
Baseball Billboard Ongoing (Funded 1x)	Appropriated, 2024-2025 One-time	\$150,000	In-process		Reach/Impressions



MARCOM DIVISION STEWARDSHIP 2022-TODAY

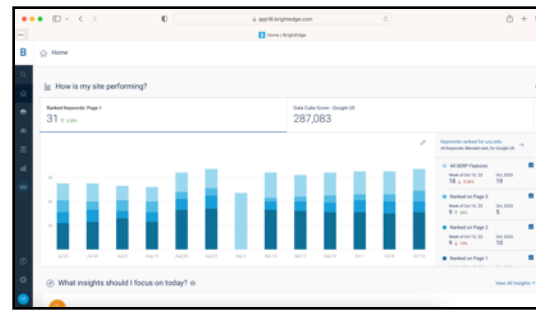


DIGITAL MARKETING CAMPUS TOOLS



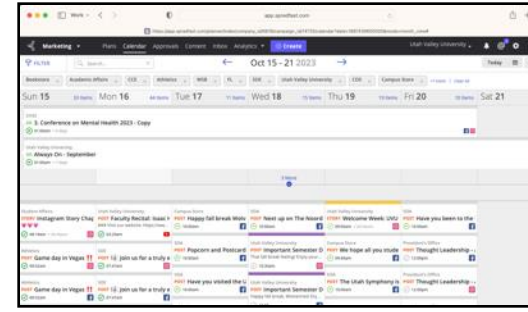
Reputation Management

Brandwatch helps us adapt and thrive in today's fast moving digital world by helping us make smarter decisions and execute data-driven social strategies at every customer touchpoint.



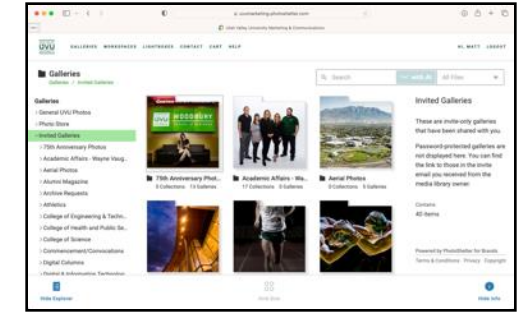
SEO Management

BrightEdge crawls the web and helps us view website data and make decisions to optimize engagement of our digital content across web, social, search, and mobile.



Social Media Management

Khoros is a platform for digital-first customer engagement across social media marketing channels



Asset Library (AI tagging, and SSO)

Photoshelter is a digital asset management platform that helps us effortlessly manage, collaborate and share our visual media

DIGITAL MARKETING

STUDENT INTERNS



SKY HARMER

PR & Strategic Communications
Student Social Media Intern



DAISY NIELSON

Digital Marketing
Student Social Media Intern



CLAIRE PHELPS

Business Analytics &
Nonprofit Leadership
Student Social Media Intern



TUCKER PEARSON

Digital Cinema Production
Student Digital Marketing Intern

DIGITAL MARKETING STUDENT INTERNS

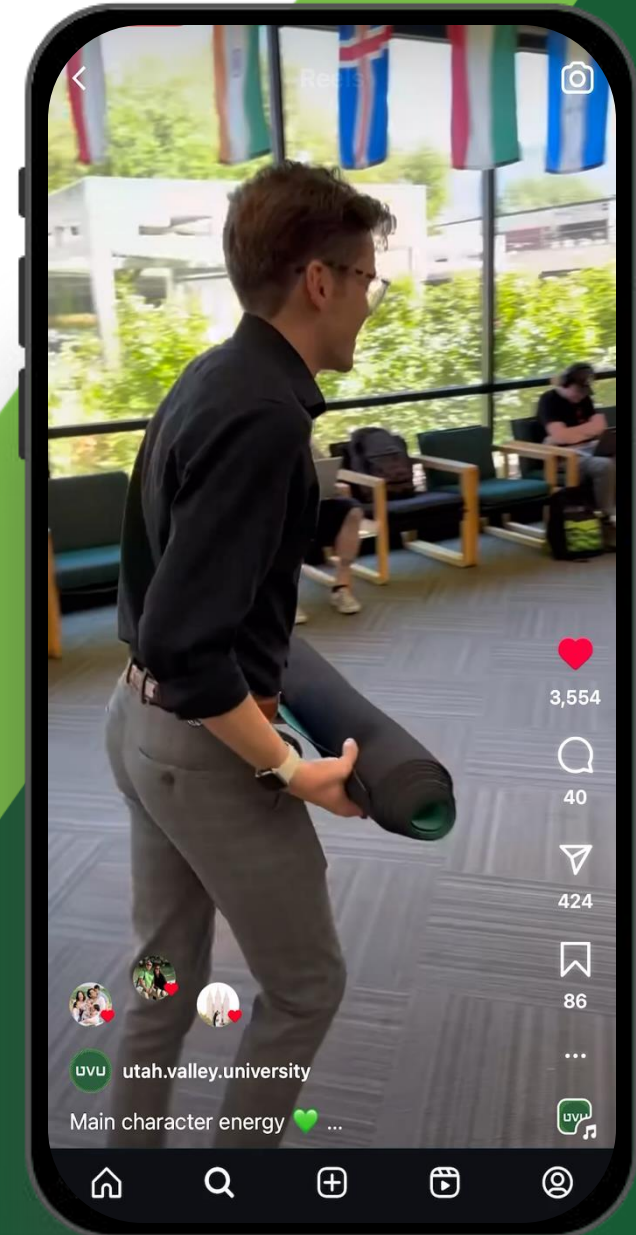
Engagement Video Series

Total views: **578,234** (organic)

Overall Engagement rate: **5.45%**

Launched: Feb 2024

Number of videos: 57



SUMMER ENROLLMENT DIGITAL AD CAMPAIGN

**2023 – 2024 FTE:
7.78% increase**

AD SPEND:	\$9,000
IMPRESSIONS:	507,400
CLICKS:	12,600
CTR:	2.5%

START FRESH AT UVU WITHOUT STARTING OVER

Transfer Today

UVU collaborates with in-state and out-of-state colleges to maximize credit transfer, supporting your path to graduation. When life interrupts your studies, UVU offers a seamless return, featuring simplified readmission, a wide range of in-person and online programs, and financial aid to ensure a successful completion.

[Apply now](#) →

What Is a Transfer Student?

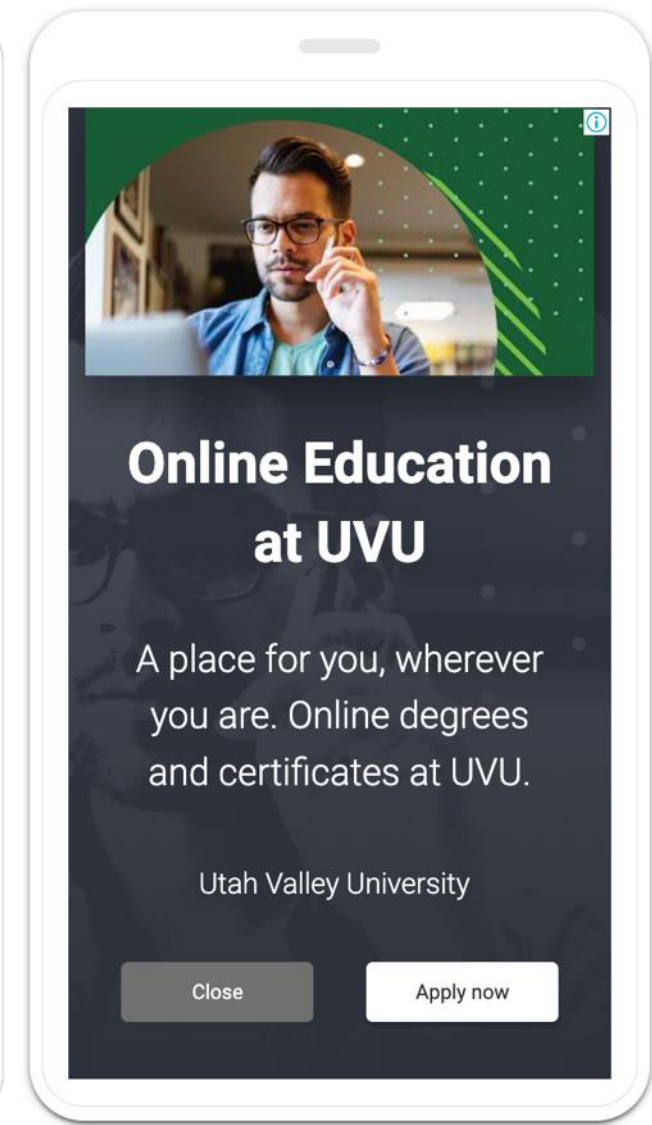
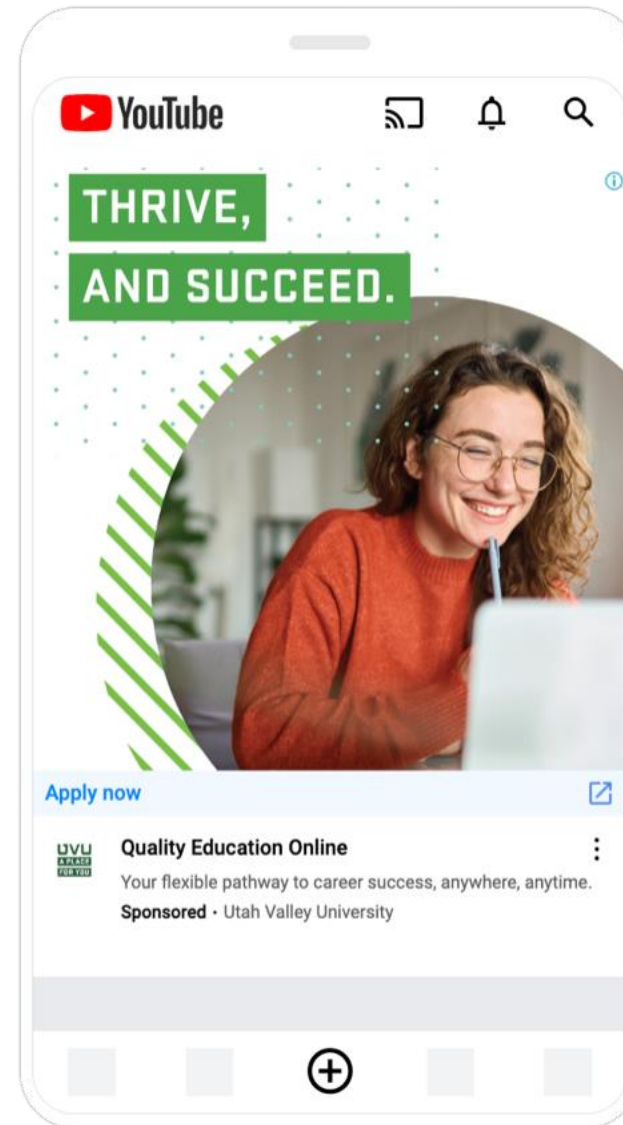
You're considered a transfer student if you have attended another college or university before applying to UVU.



ONLINE FALL ENROLLMENT DIGITAL AD CAMPAIGN

2023 – 2024 FTE:
18% increase

IMPRESSIONS:	2.1M
CLICKS:	28,000
CTR:	1.3%
CONVERSATION:	6,600
CRC:	\$9.32



DIGITAL AUDIO PROGRAM FALL ENROLLMENT DIGITAL AD CAMPAIGN

2023 – FALL 2024 Enrollment
Increased 16%

From 125 New Students in 2023
to
145 New Students in 2024

BUDGET:	\$6,758
IMPRESSIONS:	128,404
CLICKS:	54,075
CTR:	42.11%
AVG CPC:	\$0.12



DIGITAL AUDIO
About program
The digital audio production program prepares students to work in the very competitive entertainment industry. With a solid foundation in recording, editing, mixing, mastering, and design, digital audio graduates are well-prepared to enter any entry-level position in the audio industry, including AAA game studios, film studios, recording studios, broadcast facilities, and more.
Apply Now

Aug 5
Fall Semester

Careers in Digital Audio

- Sound Engineering Technician
- Game Sound Designer
- Film Sound Editor
- Audio and Video Technician

Over 145,000 broadcast, sound, and video technician jobs expected by 2032
(From the Bureau of Labor Statistics)

CHOOSE ONE OF THREE TRACKS:

- Sound Design
- Game Sound
- Audio Engineering

YOU'RE APPLYING RIGHT?
Get started today.
Apply Now

MASTERS PROGRAMS FALL ENROLLMENT DIGITAL AD CAMPAIGN

MPA RESULTS

72% increase in New Student Applications
19% increase in New Student Enrollments

BUDGET:	\$5,765
IMPRESSIONS:	190,835
CLICKS:	1,788
CTR:	0.94%
AVG CPC:	\$3.22

MS-ETM RESULTS

58% increase in New Student Applications
60% increase in New Student Enrollments

BUDGET:	\$11,838
IMPRESSIONS:	87,640
CLICKS:	3,358
CTR:	4.06%
AVG CPC:	\$3.30

ONLINE MASTER OF PUBLIC ADMINISTRATION

**MAXIMIZE YOUR INVESTMENT.
MAXIMIZE YOUR CAREER.**

Designed with the working professional in mind, UVU's Master of Public Administration degree can be completed in 16 or 24 months. Our smaller class sizes encourage networking, allowing students and instructors to build long-lasting relationships and career connections. Maximize your educational investment by earning a choice of graduate certificates along the path to your MPA degree.

Step into your future. Anytime, anywhere with UVU Online.



ONLINE MASTER OF SCIENCE IN ENGINEERING AND TECHNOLOGY MANAGEMENT

**BRIDGING THEORY AND PRACTICE
FOR TECH LEADERS.**

Designed with working professionals in mind, UVU's Master of Science in Engineering and Technology Management (MS-ETM) offers a flexible timeline, allowing completion in as few as 20 months. You can seamlessly participate in classes while balancing your personal work and life commitments. Our program places a strong emphasis on real-world applications, equipping you with a rigorous, relevant, and practical foundation for your technical management career.

Step into your future. Anytime, anywhere with UVU Online.



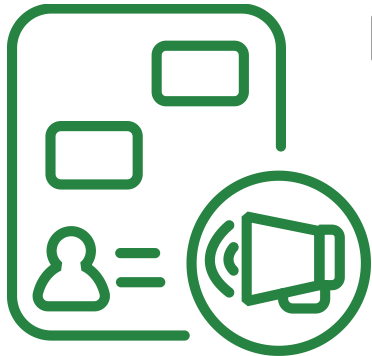


SECTION 2

METRICS TO SUCCESS

VISION 2030 SCORECARD

MARCOM METRICS METRICS



Every Three Months:

- Awareness
- Sentiment
- Engagement

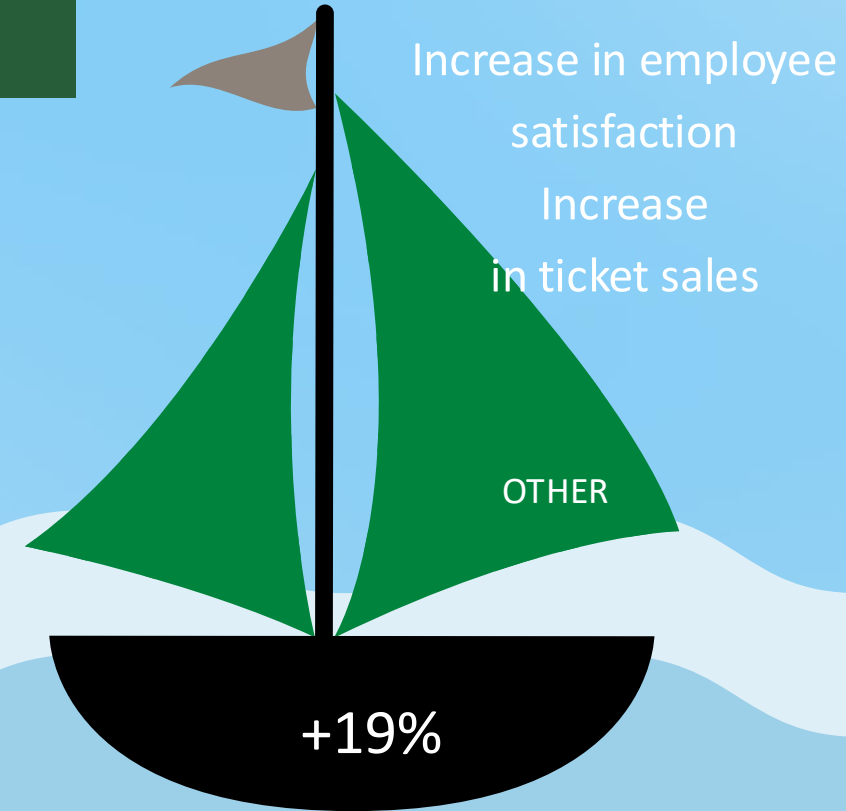
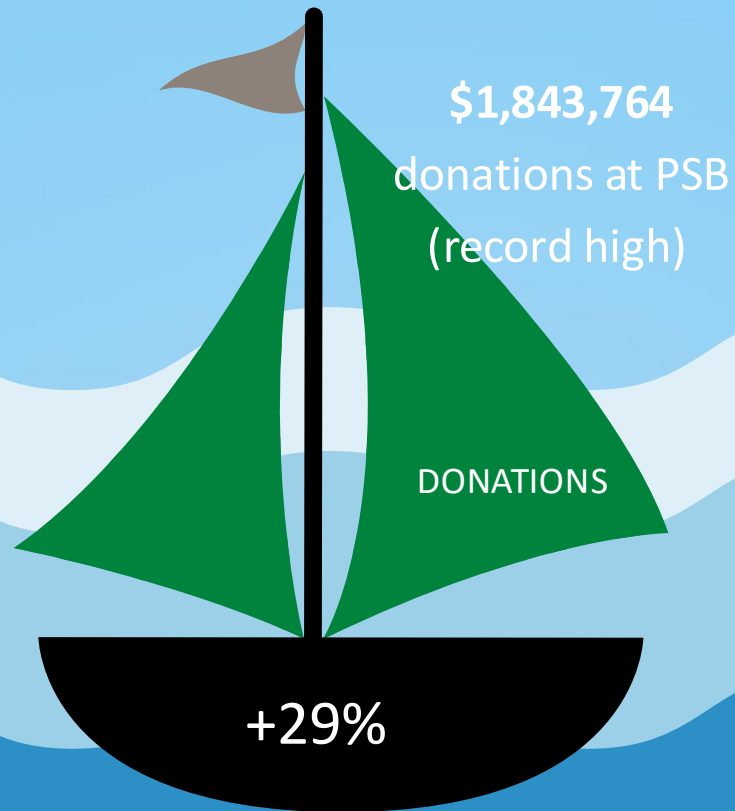
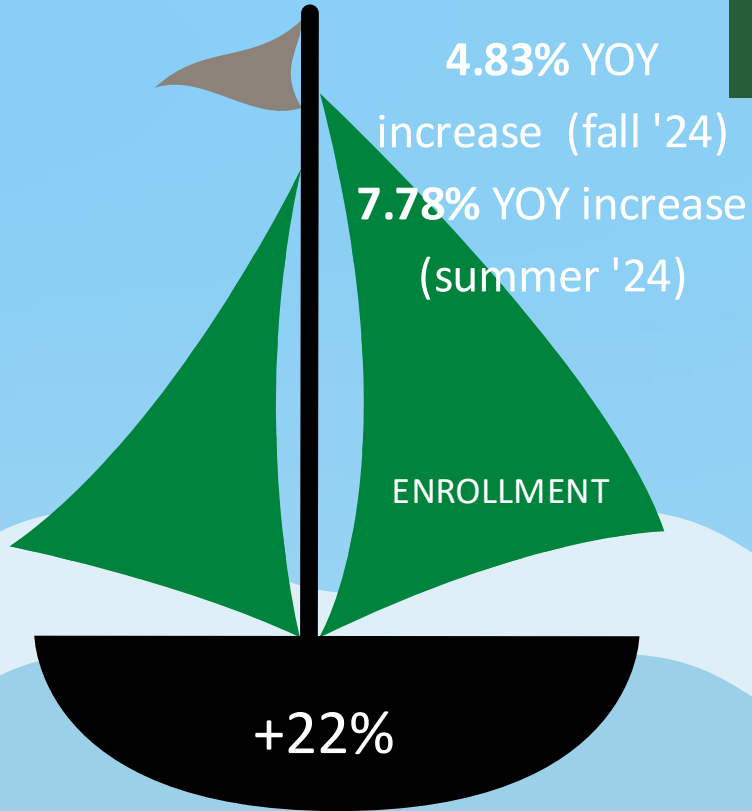


Every Three Years:

- Familiarity
- Reputation
- Advocacy



THE RISING TIDE LIFTS ALL BOATS



BRAND REPUTATION



BRAND REPUTATION

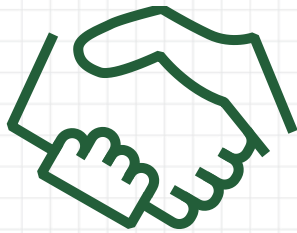


SECTION 3

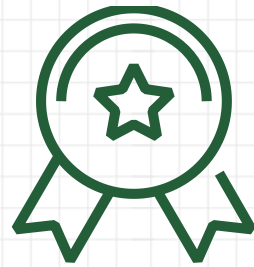
STRATEGIC PLANNING EFFORTS



MARCOM'S 4 STRATEGIC PRIORITIES



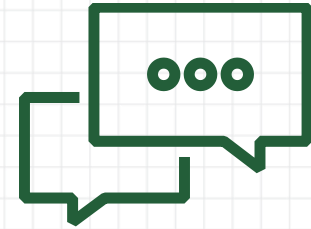
**Strategic
Partnerships**



**Brand and
Reputation**



**Digital
Excellence**

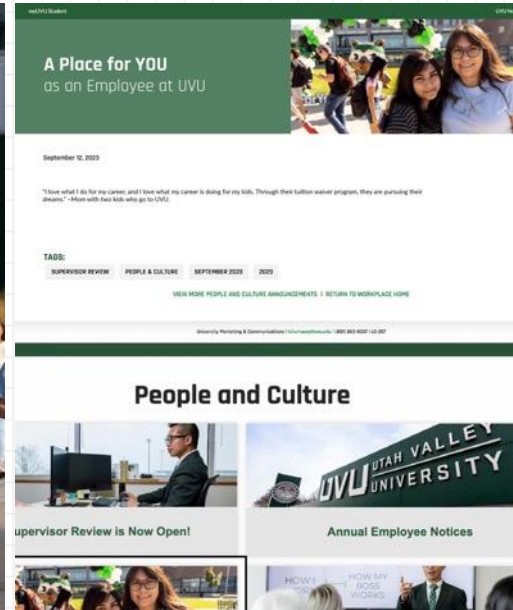


Storytelling

IMPACTFUL PARTNERSHIPS



ENROLLMENT
Coordinated
Recruitment
Efforts



PEOPLE & CULTURE
Collaboration on
Recruitment



ADVANCEMENT
Laying Groundwork
for Giving



ATHLETICS
Building Broader
Brand Awareness

AREA SUPPORT

Academic Affairs	25.6%
University Marketing & Communications	24.5%
Administration & Strategic Relations	24.4%
Student Affairs	13.9%
Office of the President	4.8%
Institutional Advancement	2.8%
People & Culture	2.1%
Digital Transformation	0.8%
Finance	0.4%
University Relations	0.4%
PACE	0.3%
General Council	0.2%

PROJECTS
COMPLETED
3,703

BRAND REPUTATION - 'A PLACE FOR YOU' ROADMAP



PHASE 1

APR 22 – FEB 23

ESTABLISH

- MESSAGING PILLARS
- BRAND GUIDELINES
- BRAND ASSETS
- CAMPUS INSTALLATIONS
- TRANSIT
- INFLUENCER PROGRAM
- WOLVERINE STORIES, OFFICE HOURS, FACULTY FOOTNOTES



PHASE 2

FEB 23 – APR 24

AMPLIFY

- MATURITY OF BRAND ASSETS
- COLLEGE/SCHOOL EXPANDED MESSAGING
- BRANDED MERCHANDISE AND SWAG
- ADDITIONAL CAMPUS INSTALLATIONS
- WEBSITE REVAMP (UVU.EDU, COLLEGE/SCHOOL PAGES, CONTENT HUB, LANDING PAGES)



PHASE 3

MAY 24 – AUG 25

ENGAGE COMMUNITY

- BUILD COMMUNITY PARTNERS
- BUILD COMMUNITY MESSAGING/ASSETS
- COMMUNITY EXPANSION
- EXPANDED LIFESTYLE MESSAGING
- EXPANDED LIFESTYLE BRANDING
- COMMUNITY IMPACT STORYTELLING



PHASE 4

AUG 25 – AUG 26

DIGITAL EXPANSION

- EXPANDED DIGITAL ADS – OUTSIDE SERVICE REGION, STATE, AND BORDERING STATES
- ADDITIONAL TARGETED DIGITAL ADS
- EXPLORATION OF DIGITAL COMMUNITY (OWNED/THIRD PARTY)



PHASE 5

AUG 26 – MAY 30

HYPER PERSONALIZATION

- STUDENT STORIES FROM FIRST DAY OF CLASS TO GRADUATION
- TARGETED WEB/SOCIAL ADS
- PERSONALIZED LANDING PAGES
- EXPERIENCE MARKETING
- DIGITAL EXPERIENCE (AR/VR)

A PLACE TO
EXPERIENCE YOUR EDUCATION
 Bright Futures Start at UVU

UVU A PLACE FOR YOU

A PLACE TO
UNLEASH YOUR TALENTS

UVU A PLACE FOR YOU

UTA 20010

A PLACE TO
DISCOVER YOUR POTENTIAL
 Education That Transforms Your Future

UVU A PLACE FOR YOU

A PLACE TO
INVEST IN YOUR FUTURE

UVU A PLACE FOR YOU

UTA 20010

A PLACE TO
CHOOSE YOUR PATH
 Your Education, Your Way
 Enhance your skills through practical experiences that drive your success.
ENROLL TODAY

UVU A PLACE FOR YOU



A PLACE TO
INVEST IN YOUR FUTURE
 Build your resume at UVU.
 APPLY TODAY
 UVU **A PLACE FOR YOU**

A PLACE TO
LEARN ON YOUR OWN TERMS
 UVU ONLINE

A PLACE TO
UNLEASH YOUR TALENTS

A PLACE TO
DEFINE YOUR PATH
 With Expert Faculty Support
 UVU **A PLACE FOR YOU**

A PLACE TO
EXPRESS YOURSELF
 Connect with Friends and Embrace Your Journey
 UVU **A PLACE FOR YOU**

A PLACE TO
EXPRESS YOURSELF
 Glide Into Your Future With Confidence.
 Be bold, be original, and pursue your dreams at UVU.
 APPLY TODAY
 UVU **A PLACE FOR YOU**



BRAND REPUTATION



ADVERTISING & PROMOTION CHANNELS



IMPRESSIONS: 23,307,927 (OCT 14-28)

PHASE 2 CHANNELS

CITY
CREEK
CENTER



Marketing and Communications Receive Local & National Awards



GOLD – A Place for you Marketing Branding
GOLD – A Place for you Environmental Design

CAMPAIGN IMPACT & RESULTS

<p>INCREASE UVU BRAND AWARENESS</p> <p>GOAL: Increase social media reach 20% Increase brand sentiment score 15% Increase email list growth 10%</p> <p>RESULTS: Increased social media reach 24% Increased brand sentiment score 18% Increased email list growth 12%</p>	<p>BUILD THE UNIVERSITY'S BRAND & REPUTATION</p> <p>GOAL: Increase positive press mentions 25% Decrease negative press mentions 10% Increase PR Daily mentions 15%</p> <p>RESULTS: Increased positive press mentions 28% Decreased negative press mentions 8% Increased PR Daily mentions 18%</p>	<p>INCREASE ENROLLMENT THROUGH DIGITAL MARKETING</p> <p>GOAL: Increase online enrollment 15% Increase email conversion rate 5% Increase social media engagement 10%</p> <p>RESULTS: Increased online enrollment 18% Increased email conversion rate 7% Increased social media engagement 12%</p>
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GOLD

CAMPAIGN ENVIRONMENTAL GRAPHICS

GOLD

PRESENTED BY INTELLIGENCEBANK

The 2024 Brandie Awards Winners Showcase

Celebrating Brilliant Brand Work

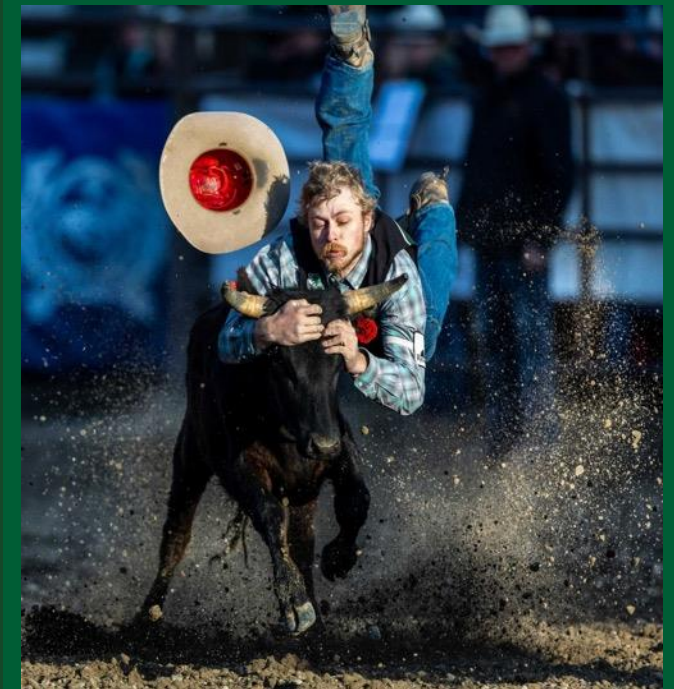


GOLDEN SPIKE AWARDS

BEST OF SHOW

Annual Photo Competition

of the University Photographer's Association of America



BRAND DEVELOPMENT TRADEMARK LICENSING

Brand Development

VALLEY VINTAGE COLLECTION



ATHLETIC UV LETTERMARK



TRADEMARK-LICENSING

University Place - Tailgate Event and Banners



Mall traffic - 200,000 / yr.

Cinemark traffic 385,000 / yr.

18 street banners

9 parking lot banners

1 giant indoor flag

TRADEMARK-LICENSING

Partnership Launch With Wood n Grail And Student Athlete



Student engaged learning -
Tailgate, buying and
manufacturing, UVU SmartLab

**Wednesday revenues increased
398% for the event**

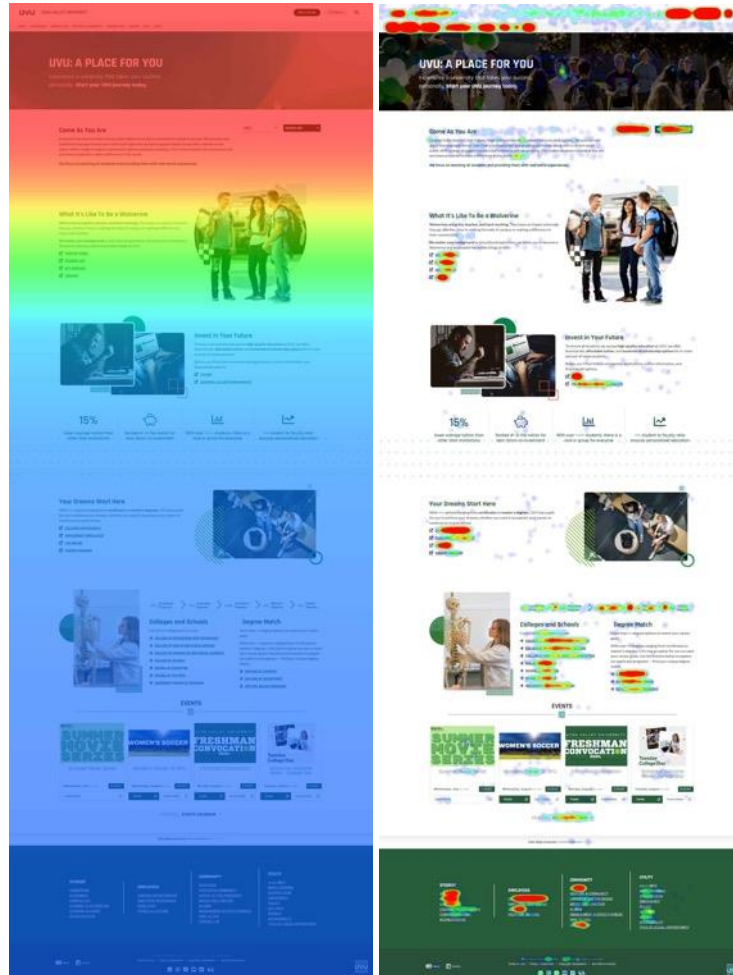


DIGITAL EXCELLENCE UVU.EDU REVAMP RESULTS

BEFORE



AFTER









ENGAGEMENT ↓

21%

KEY EVENTS ↑

18%

	Add/Drop Click	130,357 sessions
	Submit form	19,435 sessions
	Apply to UVU	11,423 sessions
	Admissions Apply Now	8,849 sessions
	Contact us	7,853 sessions
	Seven College or School Pa...	1,575 sessions

CET BEFORE



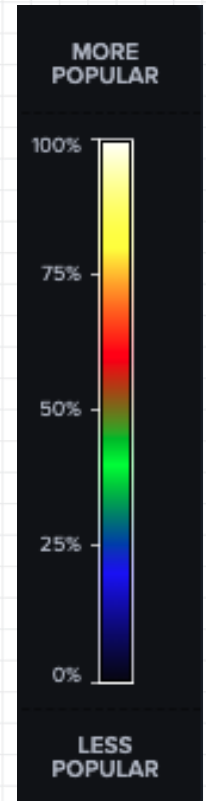
CET AFTER



SOE BEFORE

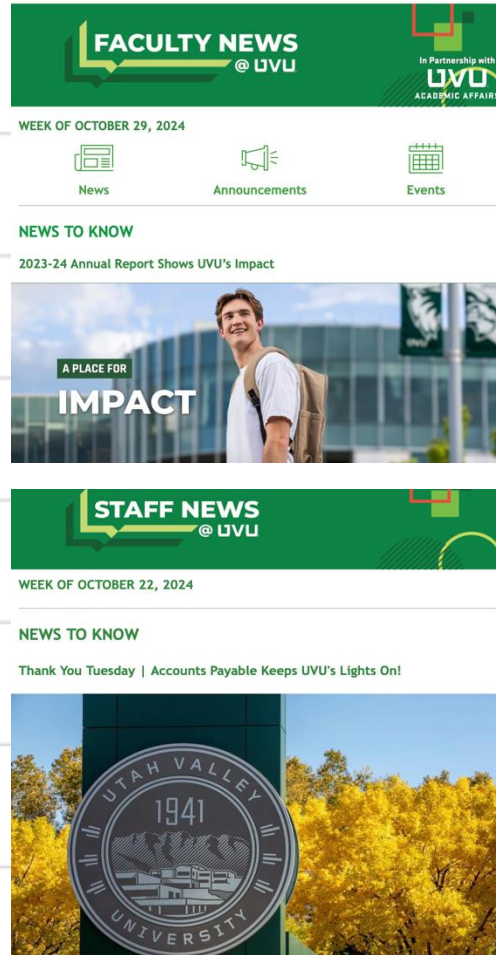
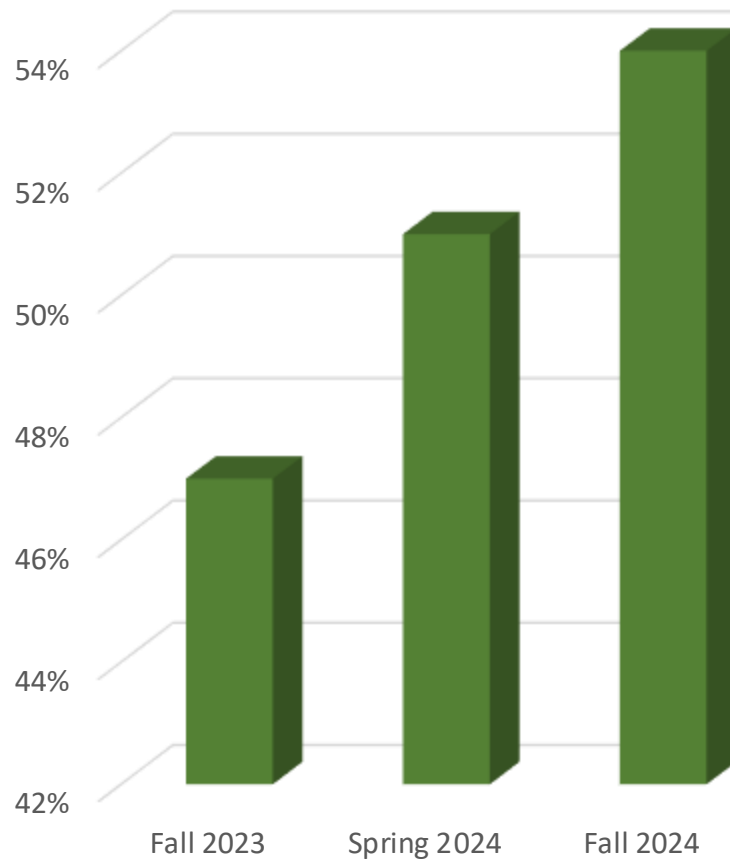


SOE AFTER

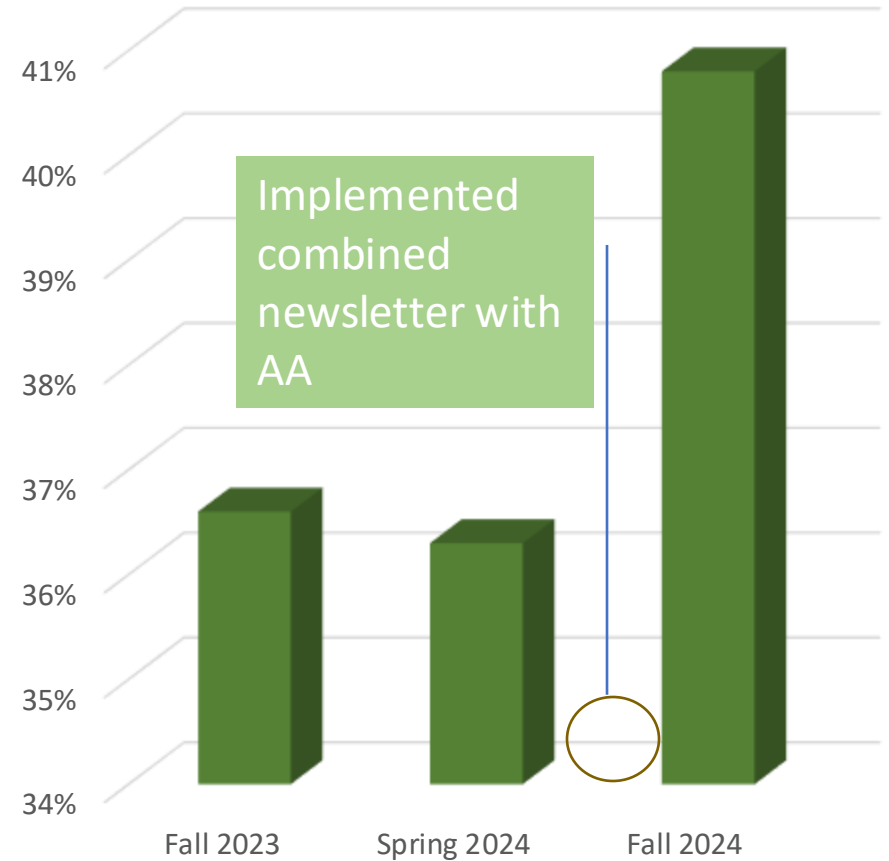


INTERNAL COMMS PROGRESS WITH DIGITAL NEWSLETTERS

Staff Newsletter Open Rate



Faculty Newsletter Open Rate



TELLING OUR STORY: OUR EXPERTS STRATEGY IS WORKING

UVU experts who have been interviewed

Stacy Hamm – PBS

Noah Meyers – KSL

Benjamin Cummings – KSL

President Tuminez – KSL Radio

Cary Wasden – KSL Radio

Baldomero Lago – Fox 13

Andrew Stone – abc4

Gov. Herbert – abc4

Scott Stratton – KUTV

Heath Ogden – Univision



Brandon Amacher



Michelle Kearns

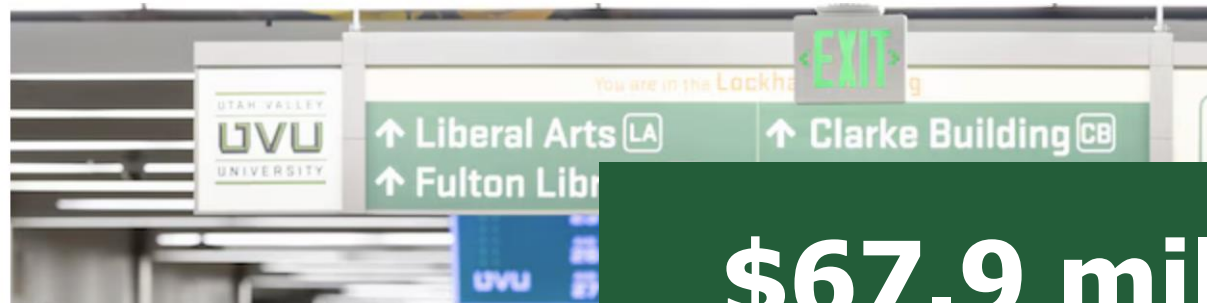


Jay DeSart

THE VALUE OF EARNED MEDIA COVERAGE (AVE)

The Salt Lake Tribune

Utah Valley University remains the largest



\$67.9 million

NEWS > LOCAL NEWS

Utah Valley University team takes first place in airport design competition

STUDIO 5 with Brooke Walker

FOX 13

abc4.com

Weather Sports GTU Shows Pros4Utal

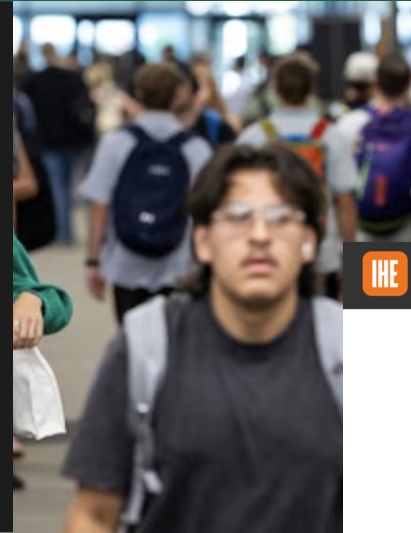
WEATHER ALERT
There are 25 areas with 25 active weather alerts. >

EDUCATION

19 UVU students win medals in national competition, earn top ranking for the school

by Trevor Myers
Posted: Jul 17, 2024 / 05:28 PM MDT
Updated: Jul 17, 2024 / 05:28 PM MDT

An image of the students from Utah Valley University who won medals at the national 2024 SkillsUSA Championship. Of the 30 UVU students competing, 19 students ...
[Read More](#)



SALT LAKE CHAMBER

About Membership Events & Programs Advocacy & Initiatives Resources

Wolverines Elevated Program Prepares to Celebrate First-Ever Graduation

SPONSORED

You can go back to college!

IHE Inside Higher Ed

Register Log In Become a Member Find A Job

October 10, 2023

Growing Career Skills in the Green House

Digital marketing students at Utah Valley University can participate in a semester-long learning lab, providing digital audits and strategies to local businesses.

By Ashley Mowreader

NATIONAL PROFILE OF UVU

Increased accountability:
with robust goals:

- National news stories
- Op-ed
- Speaking opportunities for President

National Reporters who expressed interest in attending yesterday's event via stream:

- Steven Lee Meyers and Stuart Thompson, New York Times
- Margi Murphy, Bloomberg
- Sam Sabin, Axios
- Jonathan Greig, The Record

AI's Impact on Elections
Keller Business Building
Vallejo Lecture Hall (KB 101)
October 28, 2024
10:30-11:30AM

UVU GARY R. HERBERT INSTITUTE FOR PUBLIC POLICY

'21st century problem': Study reveals public struggles to distinguish between real and deepfake media

AI-generated content could realistically mimic identities with at least 50% accuracy, research team shares

Published: Oct 28, 2024, 4:56 p.m. MDT

VIEW COMMENTS SHARE



Mauricio Cornejo Nava, a business and analysis student at Utah Valley University and customer experience researcher for the university's SMARTLab, speaks the AI Election Integrity Event on the UVU Campus in Orem, Utah on Monday, Oct. 28, 2024. | August Miller, UVU Marketing



Men's Charles Tyrwhitt Oxford Shoes - Chestnut...
\$259

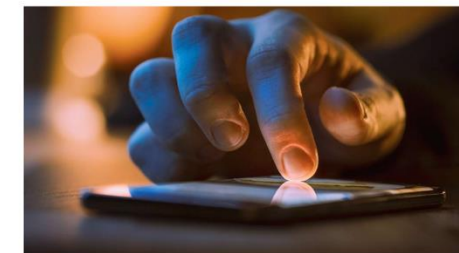
Upper: leather. Lining: leather and textile. Leather sole with hard wearing rubber heel. Goodyear welted construction. EVA foam filler moulds to your foot. Specialist shoe care products...

KSL.com News Sports Beyond Series Brandview TV Radio Obituaries 50°

MARKETPLACE Classifieds Cars Homes Jobs Services

What's real? New UVU research examines rise of deepfake media and how well people identify it

By Logan Stefanich, KSL.com | Posted - Oct. 28, 2024 at 7:01 p.m.



MOST VIEWED

1. Winter weather advisories issued ahead of next storm to impact Utah

SECTION 4

BUDGET REQUESTS



1. CONTINUED ADVERTISING FUNDING (ONE-TIME REQUEST)

BRAND AND REPUTATION SUPPORTING
ENROLLMENT: \$420k

- To continue ad placements



2. ADDITIONAL PHOTOGRAPHY SUPPORT

PHOTOGRAPHER PT TO FT

\$60k

- Converting a part-time to full-time will support additional content needs for campaigns, digital outreach, POD support, and campus events



3. MEDIA RELATIONS SUPPORT

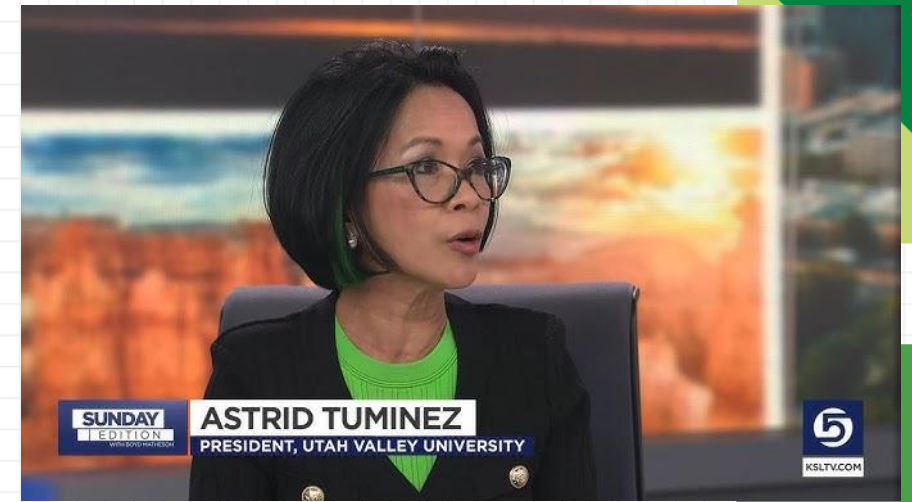
MEDIA RELATIONS MANAGER

Request: 1.0 FTE -- Public Relations Manager

Cost: \$102k (with benefits) (\$19k already reallocation available)

Rationale: Major value of earned media coverage:

- Ad value for earned media was \$67m last year
- Third-party credibility
- UVU is a treasure trove of stories with incredible SMEs (We need more resources to tell those stories)
- Crisis response needs increasing
- By comparison, U of U has about 7.0 FTEs doing PR (compared to our 1 director)





THANK YOU



SECTION 4

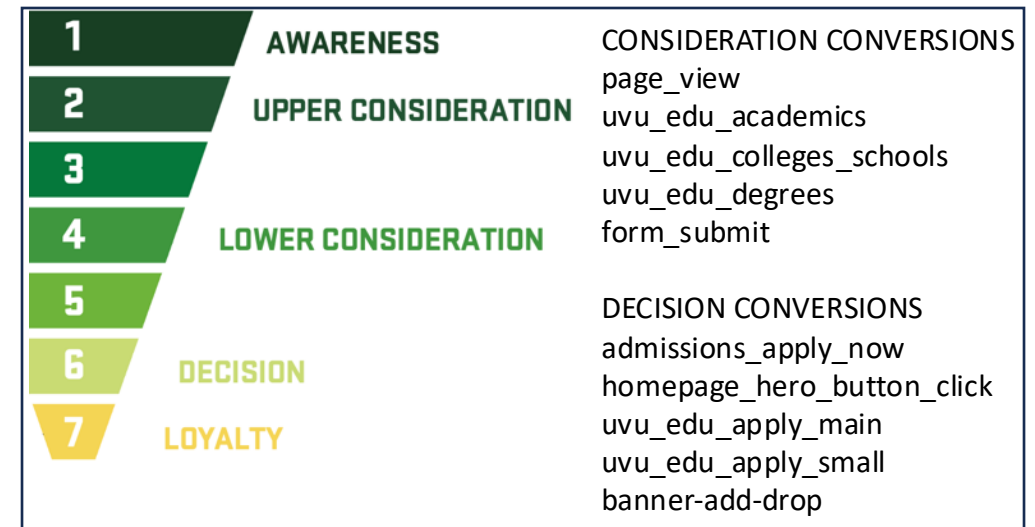
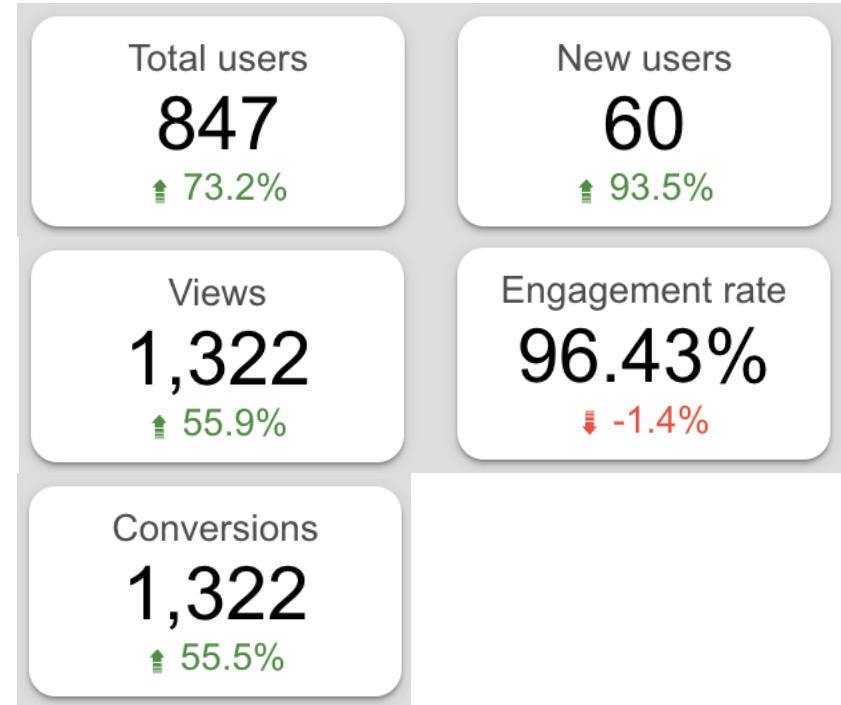
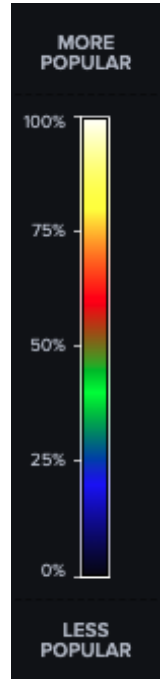
APPENDIX

CHSS

Before 4/1



After 4/1

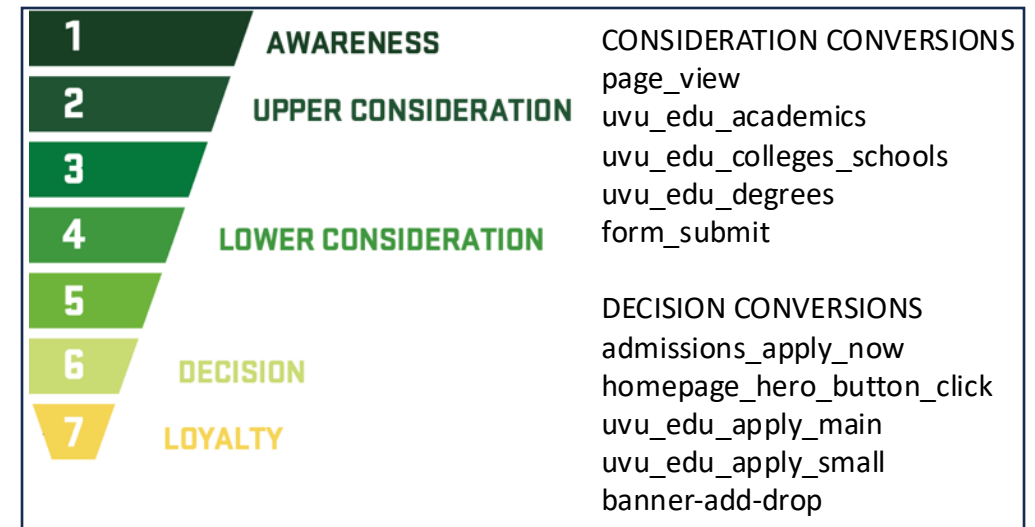
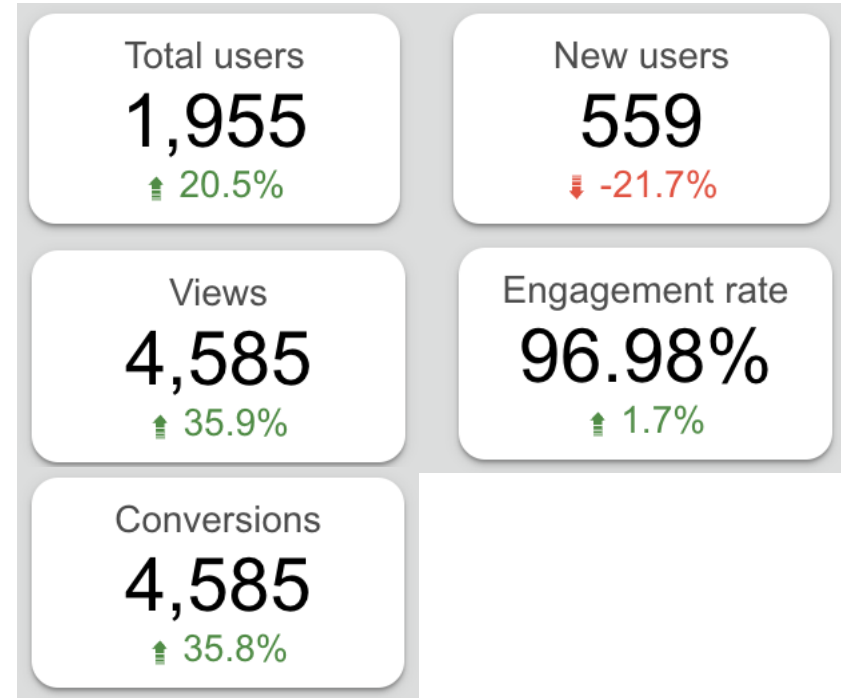
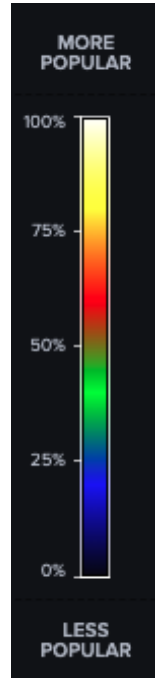


WSB

Before 4/1



After 4/1

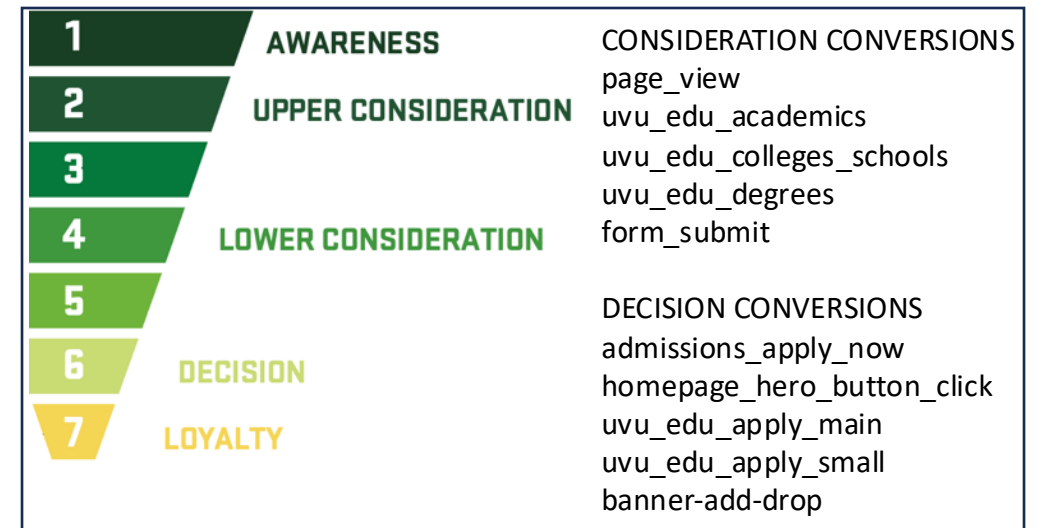
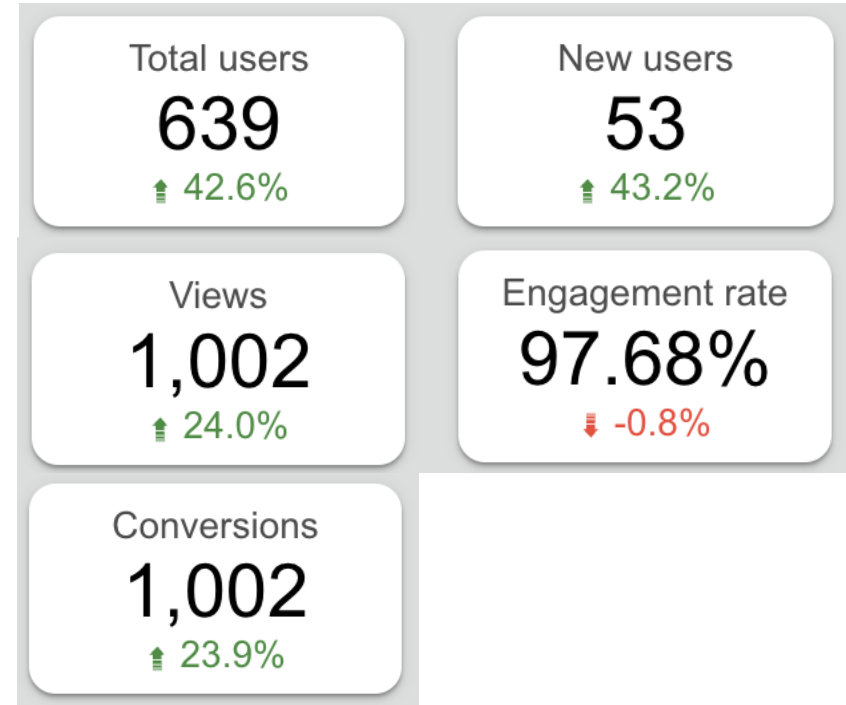
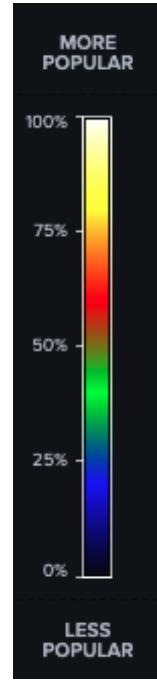


COS

Before 4/1



After 4/1



CHPS

Before 4/1



After 4/1

