UTAH VALLEY UNIVERSITY

UVU

UVU A PLACE FOR YOU

UNIVERSITY MARKETING AND COMMUNICATIONS

UNIVERSITY MARKETING
& COMMUNICATIONS

1. STATE OF THE ADMINISTRATIVE DIVISION

2. CONSTRAINTS ON ENROLLMENTS & COMPLETION

3. STRATEGIC PLANNING EFFORTS

SECTION 1

STATE OF ADMINISTRATIVE DIVISION

STATE OF ADMINISTRATIVE DIVISION – MARCOM

1. EMPLOYEE INFORMATION

2. OPERATIONAL INFORMATION

3. METRICS TO MEASURE SUCCESS
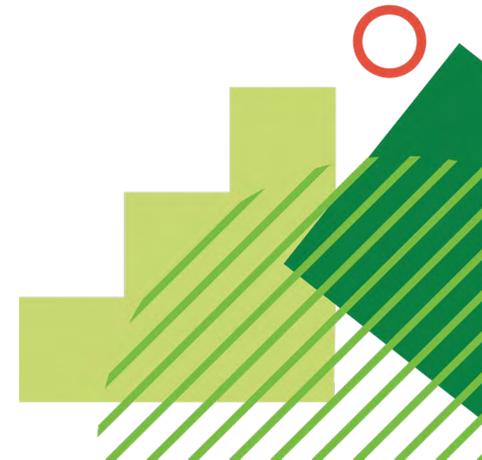
UMC EMPLOYEES

EMPLOYEE CLASSIFICATION	# OF EMPLOYEES
PT STUDENT	6
PART-TIME STAFF	18
FT NONEXEMPT SALARIED STAFF	2
FT EXEMPT SALARIED STAFF	43
FT EXECUTIVES	3

KARA SCHNECK
Chief of Staff
VP of University Marketing
and Communications

MATT SERRAO
AVP of Marketing

BRYANT LARSEN
AVP of Communications

WILL MCKINNON
Sr. Director of Studio and
Broadcasting Services

JOHN KUNG
Sr. Director of
Creative Services

JODY BIRCH
Sr. Director of
Integrated Marketing

EMILY VAN RY
Sr. Director of
Web Strategy and Social Media

SCOTT TROTTER
Sr. Director of
Communications

**BARB SMITH**
Director of Internal
Communications

HANNAH DAVIS
Director of Editorial
Executive Editor
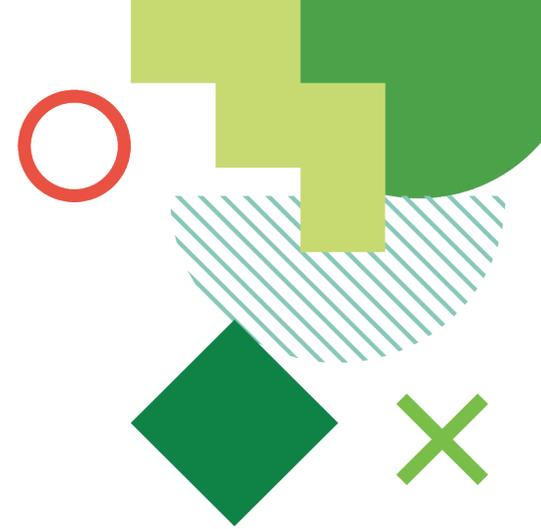
MARCOM DIVISION
OPERATIONAL INFORMATION

Budget

13%

87%
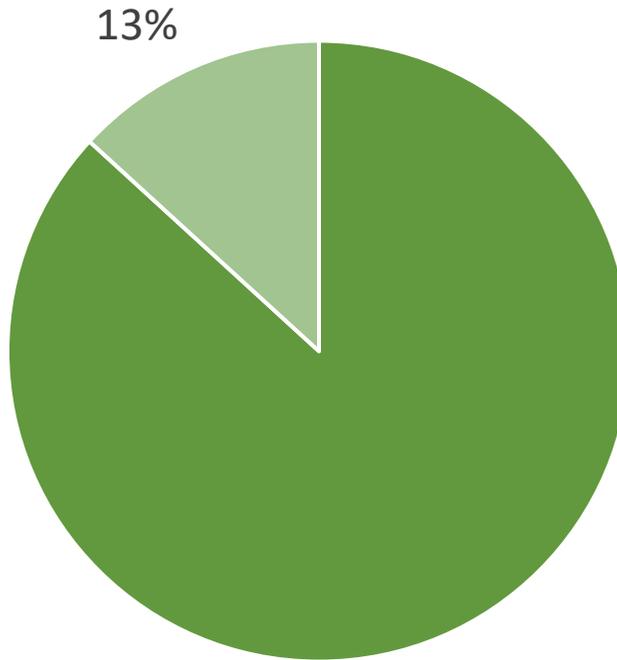
■ Wages and benefits   ■ Current, capital, and travel

MARCOM DIVISION

2022-23 PBA - ACCOUNTABILITY

- SEO MANAGER

- DIGITAL MARKETING

- ENROLLMENT MARKETING

NEW HIRE – SEO MANAGER

Tyler Mower

SEO Manager

- Hired in August

- 15 years of SEO experience

- Technical, on-page, off-page, local, reputation management, video, social optimizations, and international SEO

- SEO Consulting

- Adjunct SEO Professor at UVU

PHASED SEO STRATEGY

Phase 1
Deadline: End of Nov.

- Audit uvu.edu
- Benchmark of uvu.edu: Colleges, President Site, etc.
- Create SEO strategy

Strategy delivered to:
- College of Science
- School of Education
- President's Office

Strategy addresses:
1. URL Structure
2. Meta Titles
3. Meta Descriptions
4. Keyword Research

Phase 2
Deadline: End of Dec.

- Outline UMC Roles and processes
- Create University standards, strategy and processes

Phase 3
Deadline: End of Feb.

- Trainings & Reporting

Phase 4
Deadline: End of Jul.

- Integration of SEO strategy for all colleges and schools

Phase 5
Deadline: End of Aug.

- Review UMC SEO Strategy

DIGITAL MARKETING
CAMPUS TOOLS
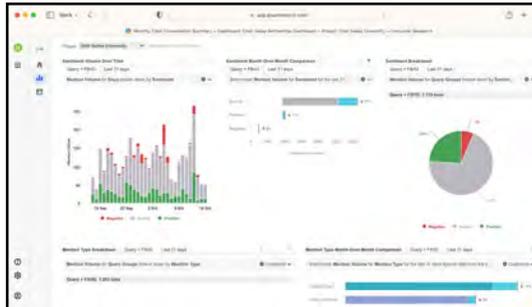
Brandwatch

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.

BRIGHTEDGE

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.
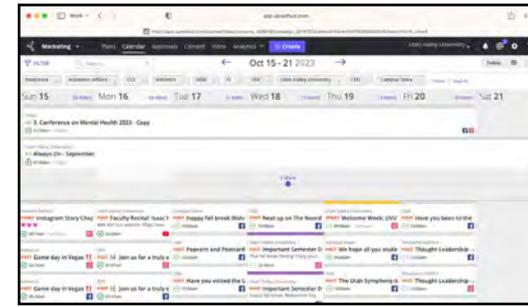
Khoros

Social Media Management

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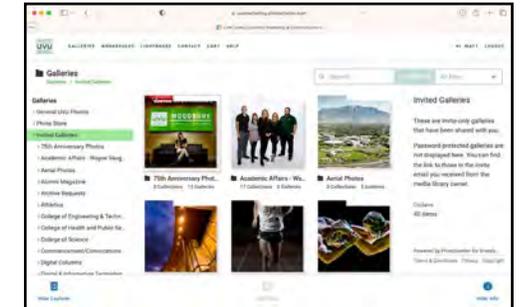
PhotoShelter

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

Digital Marketing

UMC

LIZZY HARRISON

Graphic Design

UMC

**TYLEE BLACKNER**

Marketing

CHSS

JOHNATHAN MILLER

Entrepreneurship

SOE & COS

ENROLLMENT MARKETING RESULTS

BRAND AND REPUTATION MARKETING (AWARENESS) ADS

Impressions	Clicks	Event count
1,973,578	72,710	109,790
↑ 177.5%	↑ 209.7%	↑ 39.9%

NON-LEAD

AWARENESS

PROSPECT

UPPER CONSIDERATION

INCOMPLETE A
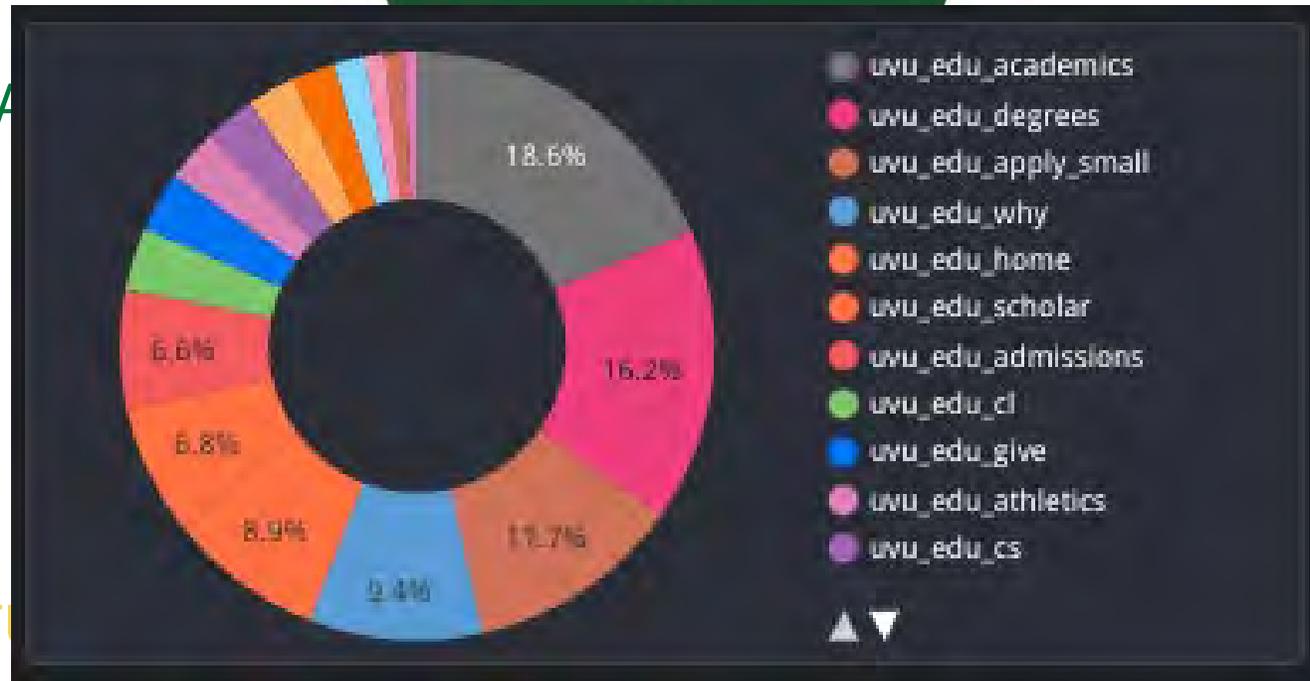
DERATION

RET

In 2018, Google released a study looking into the variety of modern consumer journeys. Findings show that the average consumer journey now involves anywhere between 20 and 500+ touchpoints.

FALL ENROLLMENT RESULTS (July 2023 – August 2023)

## FUNNEL: LOWER CONSIDERATION, DECISION & LOYALTY ADS

AWARENESS

UPPER CONSIDERATION

LOWER CONSIDERATION

Impressions

15,543,852

Clicks

1,117,192
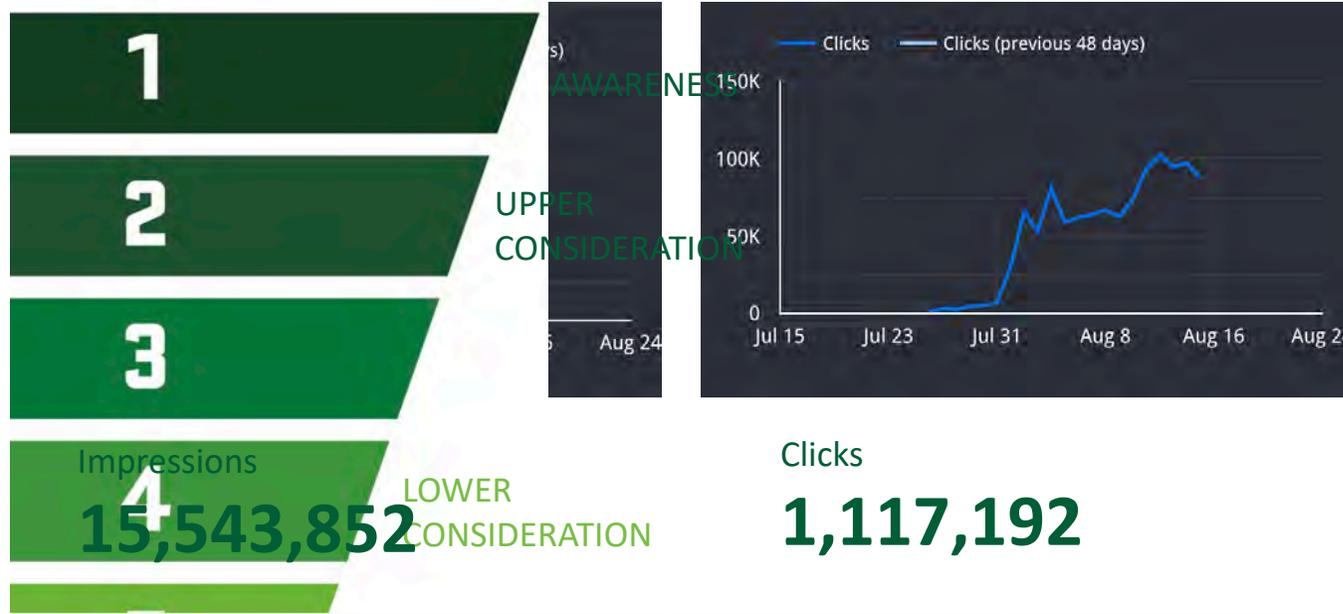
Campaign	Clicks	Impressions
Recruit_Fall23_Returning	829,381	10,182,221
Recruit_Fall23_Continuing	149,041	2,246,637
Recruitment_Fall23_Prospective	87,477	2,466,241
Recruit_Fall23_Transfer	51,297	648,753

CLASSES ARE FILLING UP!

UVU A PLACE FOR YOU

REGISTER NOW FOR FALL

UVU A PLACE FOR YOU
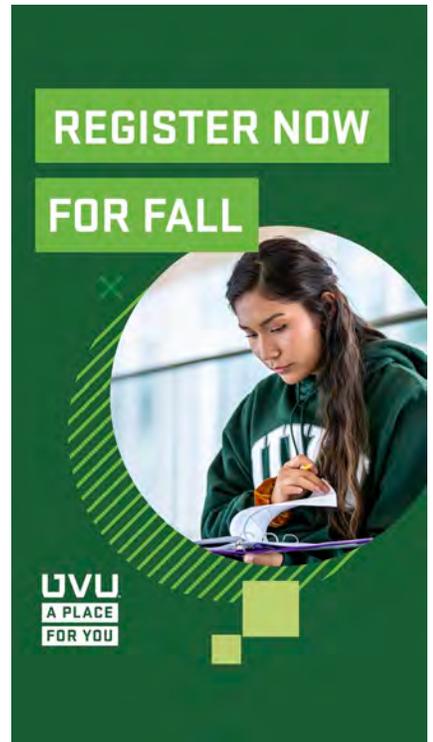
FALL ENROLLMENT RESULTS

Fall 2023 3rd-Week Enrollments: USHE Degree-Granting Institutions								
	High School		Undergraduate		Graduate		Grand Total	
	Headcount	% Difference from Fall 2022	Headcount	% Difference from Fall 2022	Headcount	% Difference from Fall 2022	Headcount	% Difference from Fall 2022
Salt Lake Community College	8,769	6.1%	17,995	-0.5%	n/a	n/a	26,764	1.6%
Snow College	1,870	-17.1%	3,636	-2.8%	n/a	n/a	5,506	-8.2%
Southern Utah University	1,528	-23.0%	11,515	8.0%	1,990	18.4%	15,033	4.9%
University of Utah	236	14.6%	26,641	1.9%	8,433	0.6%	35,310	1.7%
Utah State University	4,514	9.9%	20,534	-0.9%	3,015	-3.0%	28,063	0.4%
Utah Tech University	3,935	6.6%	8,546	-2.8%	86	14.7%	12,567	0.1%
Utah Valley University	15,445	13.5%	28,351	-1.2%	857	6.7%	44,653	3.6%
Weber State University	13,514	4.6%	16,020	0.2%	1,002	-0.9%	30,536	2.1%
USHE Degree-Granting Total	49,811	5.9%	133,238	0.3%	15,383	2.2%	198,432	1.8%

METRICS TO

MEASURE SUCCESS

MARCOM DASHBOARD

https://engage.uvu.edu/UMCmonthlydash

UVU | Marketing & Communications Analytics

UMC DASHBOARD
SEPTEMBER 2023

OVERVIEW

AWARENESS

TOTAL MENTIONS	**PREVIOUS**		
3,928	3,686	⬆	7.0%
TOTAL REACH			
6.79M	5.87M	⬆	14.0%
UNIQUE AUTHORS			
1,435	1,477	⬇	-3.0%
TOTAL IMPRESSIONS			
15.14M	16.76M	⬇	-10.0%

SENTIMENT

POSITIVE **25.0%**

NEUTRAL **69.0%**

NEGATIVE **6.0%**

SHARE OF VOICE

CORE	2%
EARNED	69%
INSTITUTIONAL	6%
OWNED ATHLETICS	20%
STUDENT ORGANIZATIONS	2%
STUDENT ATHLETICS	0%
UNCATEGORIZED	1%
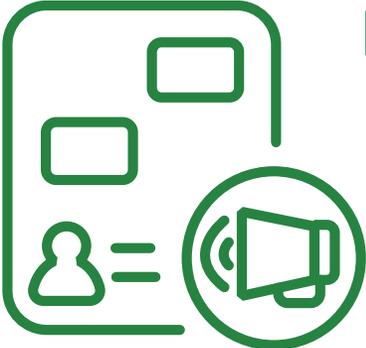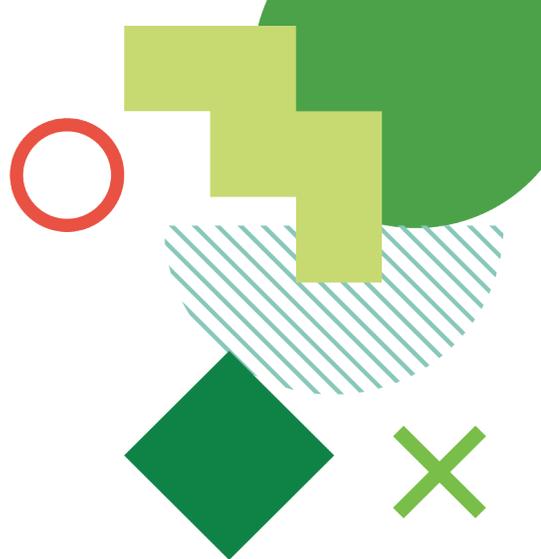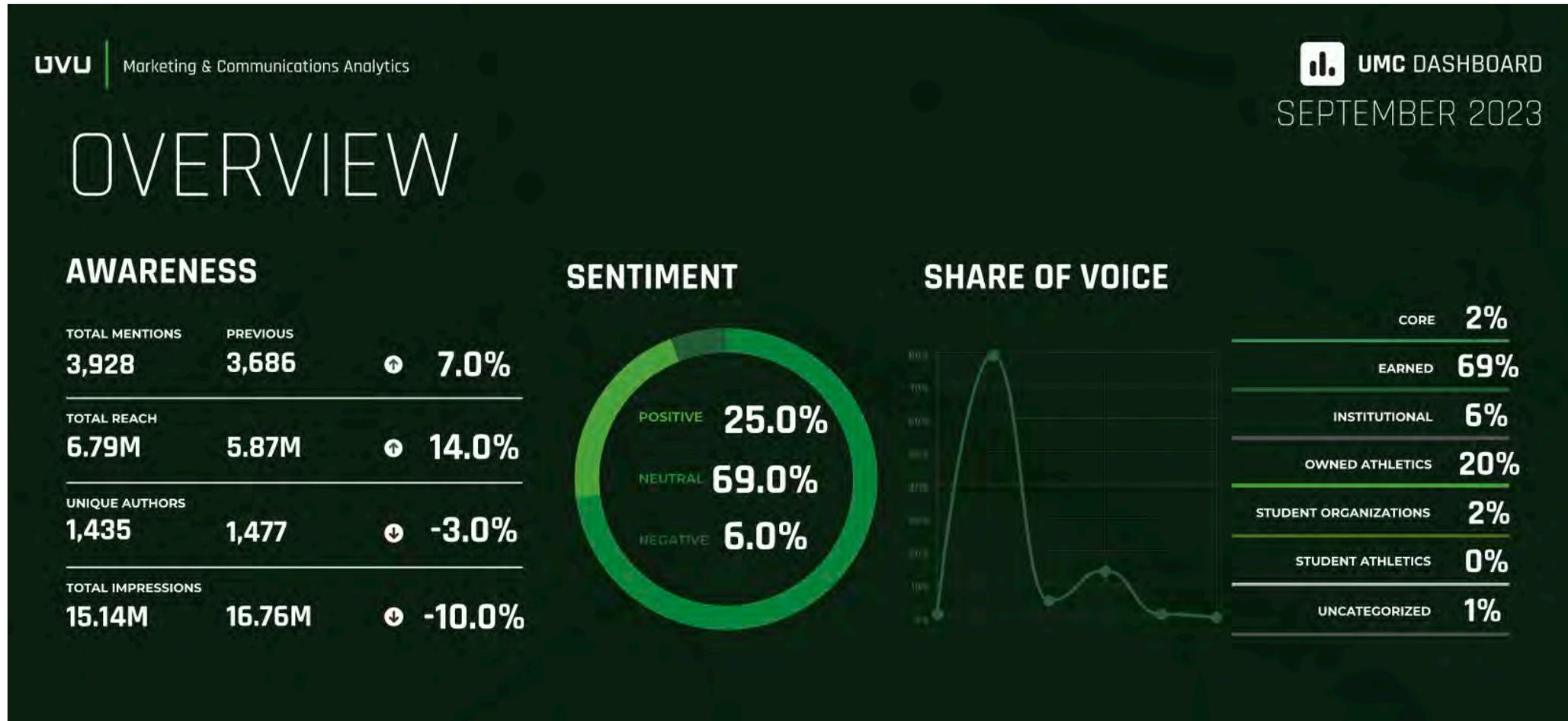
JULY 2022 – JUNE 2023 RESULTS

Awareness

TOTAL MENTIONS	PREVIOUS		
72.61K	48.96K	⬆	48.0%

TOTAL REACH			
104.88M	64.56M	⬆	62.0%

TOTAL IMPRESSIONS			
275.19M	192.02M	⬆	45.0%

Sentiment

POSITIVE	20.0%	
NEUTRAL	74.0%	
NEGATIVE	6.0%	

0% 10% 20% 30% 40% 50% 60% 70% 80%

Engagement

Post engagement	3.68%	2.98%	-0.7%

JULY 2023 TO DATE RESULTS

Awareness

TOTAL MENTIONS	**PREVIOUS**		
40.12K	36.39K	⬆	9.8%
TOTAL REACH			
62.14M	49.65M	⬆	22.3%
TOTAL IMPRESSIONS			
155.99M	141.05M	⬆	10.1%

BILLBOARDS

SEPTEMBER 22 - FEBRUARY 23 Blips to date	177,980
SEPTEMBER 22 - FEBRUARY 23 Total Impressions (est.)	8.46M

PAID ADS

CAMPAIGN	CLICKS	IMPRESSIONS	AVG. CPC	CTR
CHSS-MH-Register	829,381	10.18M	$0.00	8.15%
Always On_APFY23	149,041	2.25M	$0.02	6.63%
Always On_APFY23	87,477	2.47M	$0.01	3.55%
Always On_APFY23	66,899	1.91M	$0.03	3.50%
Always On_APFY23	62,610	345,857	$0.04	18.10%

Sentiment

POSITIVE	22.0%
NEUTRAL	72.0%
NEGATIVE	6.0%

Engagement

Post engagement	⊖	199,990	199,888

CREATIVE CAMPUS SUPPORT PROJECTS
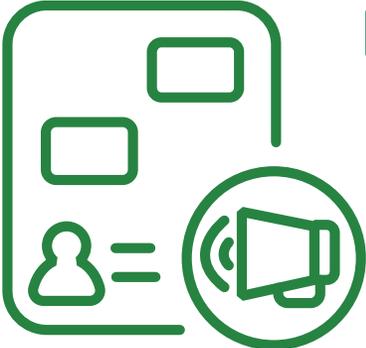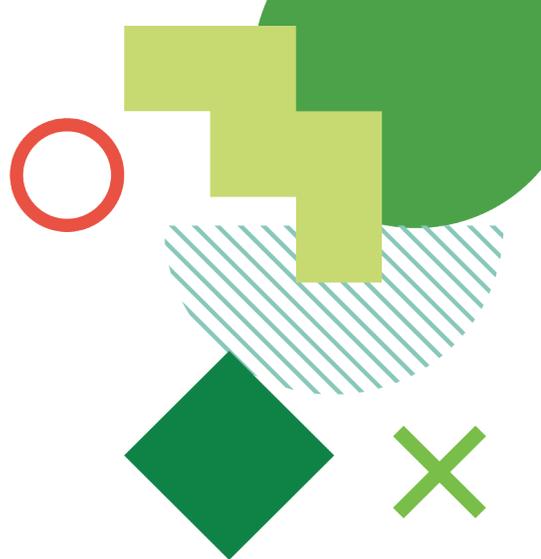
- academic affairs
- student affairs
- university marketing & communications
- institutional advancement
- administration & strategic relations
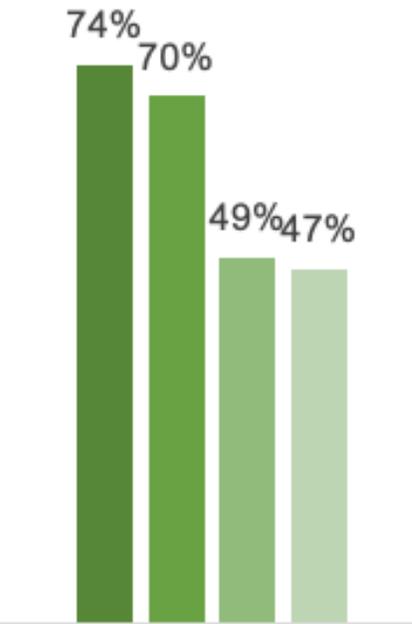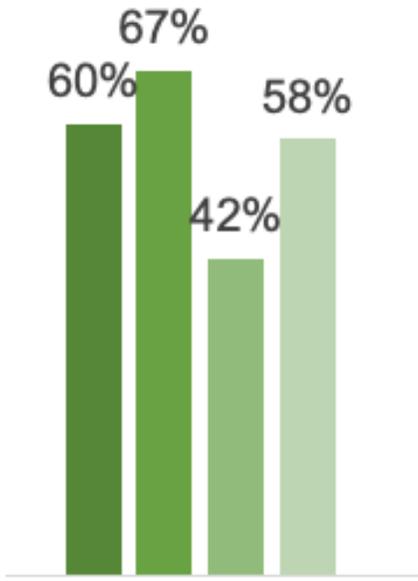
VISION 2030 SCORECARD

Behavior Intentions

T2B, Agree completely or somewhat

Core Counties Salt Lake County Core Counties Peer Average Salt Lake County Peer Average

	I would recommend this university to someone thinking about higher education	I would visit this university's website	I would want my child or family member to attend this university	I would donate money to this university	I would recommend or hire a graduate
Core Counties	77%	72%	75%	54%	77%
Salt Lake County	67%	63%	64%	59%	74%
Change From 2020 (Core)	+4	+6	+14	+23	
Change From 2020 (SLC)	+19	+9	+22	+29	

CONSTRAINTS ON ENROLLMENT & COMPLETION
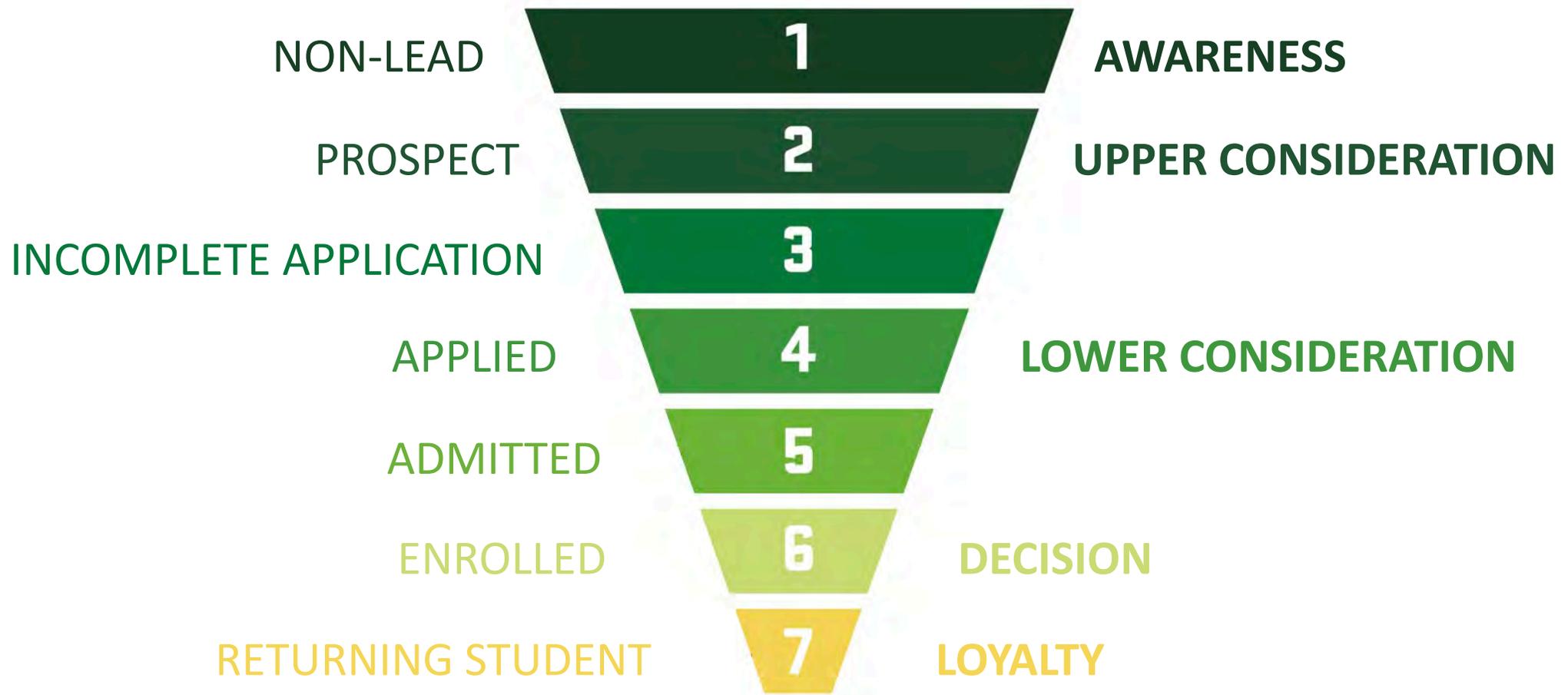
RECRUITMENT CYCLE

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Funded	Funnel
Brand and Reputation Always on Ads												UMC Funded	Aware
		Summer Semester Recruitment & Enrollment Ads			Fall Semester Recruitment & Enrollment Ads				Spring Semester Recruitment & Enrollment Ads			Enrollment | UMC Funded	Consider
			Program Ads			Program Ads				Program Ads		Program Funded	Decision
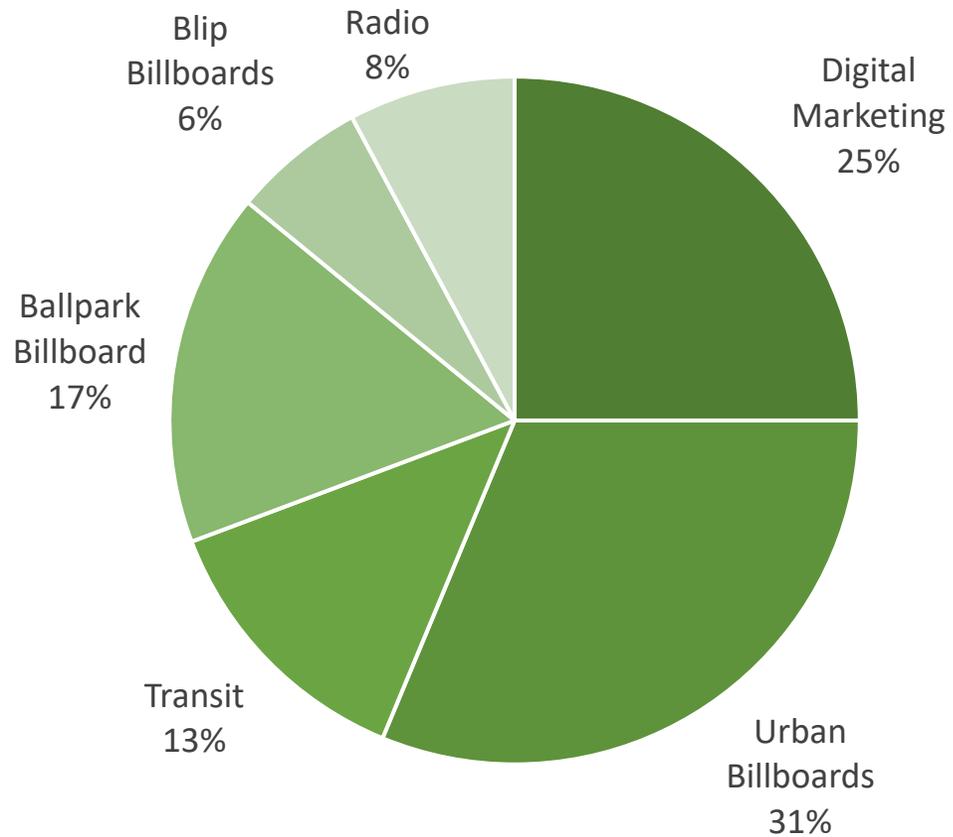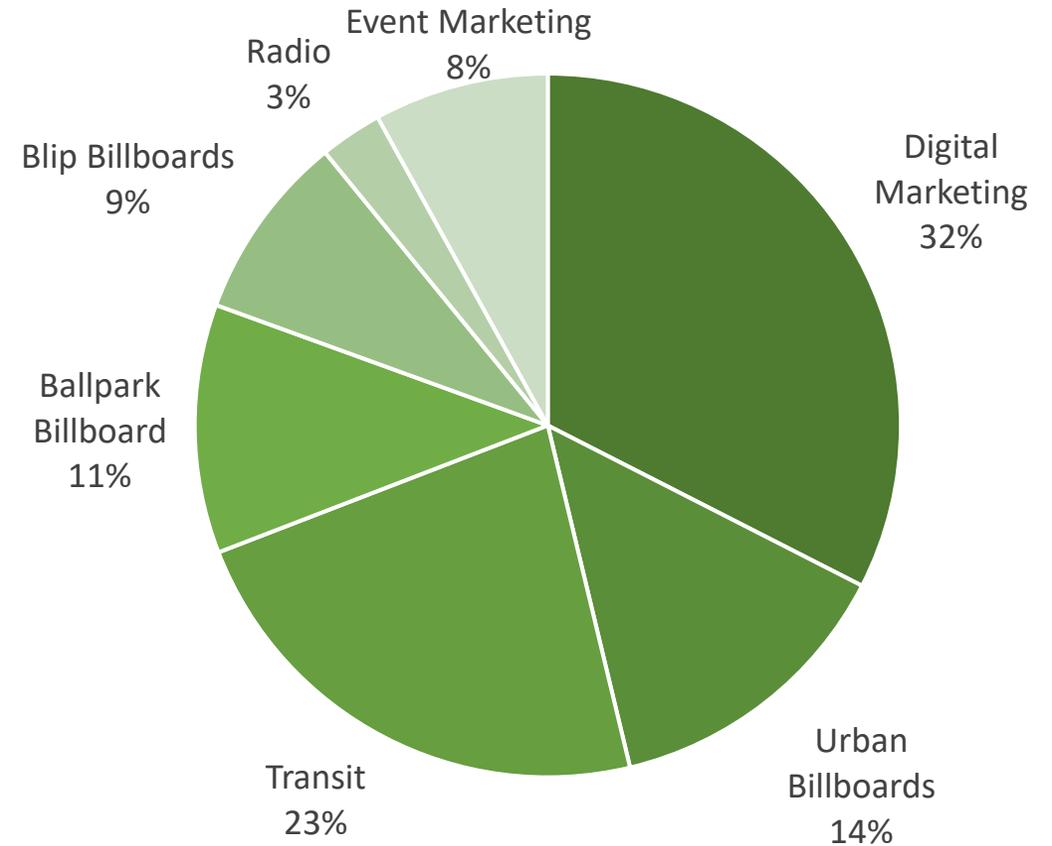
ONLINE RESULTS

FUNNEL: LOWER CONSIDERATION, DECISION ADs

Apply Clicks

Pie chart values:
- 30.4%
- 19.7%
- 17.7%
- 7.4%
- 7.4%
- 7.2%
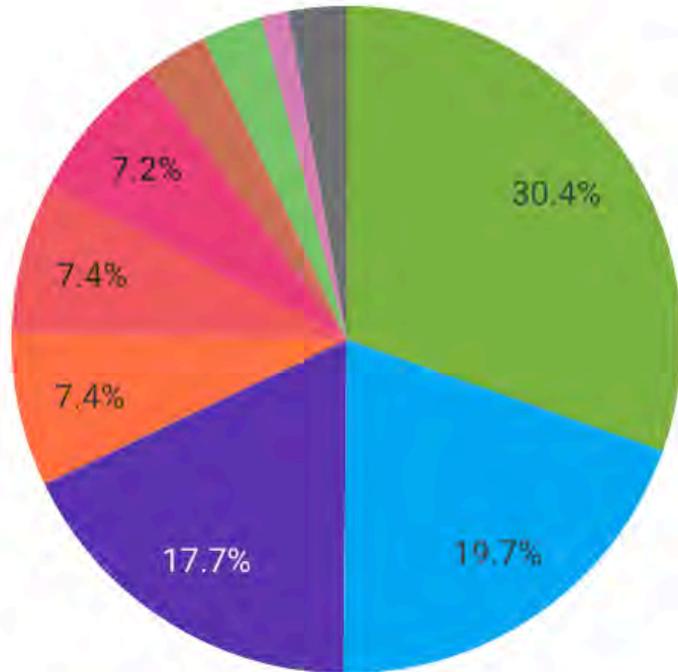
Legend:
- online-respiratory-apply
- online-org-apply
- online-tm-apply
- online-hospitality-apply
- online-cj-apply
- online-es-apply
- online-hss-apply
- online-hr-apply
- online-ist-lg
- others

Online RRT to BSRT Degree

UVU

Online RRT to BSRT Degree Advancement Program

6 DECISION

7 LOYALTY

Event count

77,105 ⬆ 211.0%

MPA RESULTS

DECISION ADS Page views

$12K Spent on ads
Jan – May 2023

RESULTS

57,800 views
1,185 clicks on the apply button
132 clicks on submit button

40 new students were admitted to the MPA program

This is **twice the size of the biggest cohort** UVU has ever had

There was **also a waitlist** which had never before been needed.

STRATEGIC PLANNING EFFORTS

VISION 2030 SCORECARD

2023-24 Targets:

Awareness
- Increase reach 25%
- Increase brand impressions 36%
- Increase brand mentions 35%

Engagement
- Achieve 5% engagement rate

Sentiment
- Increase positive sentiment 3%, decrease negative sentiment 1%, decrease neutral sentiment 2%
  Positive 23%, negative 5%, neutral 72%
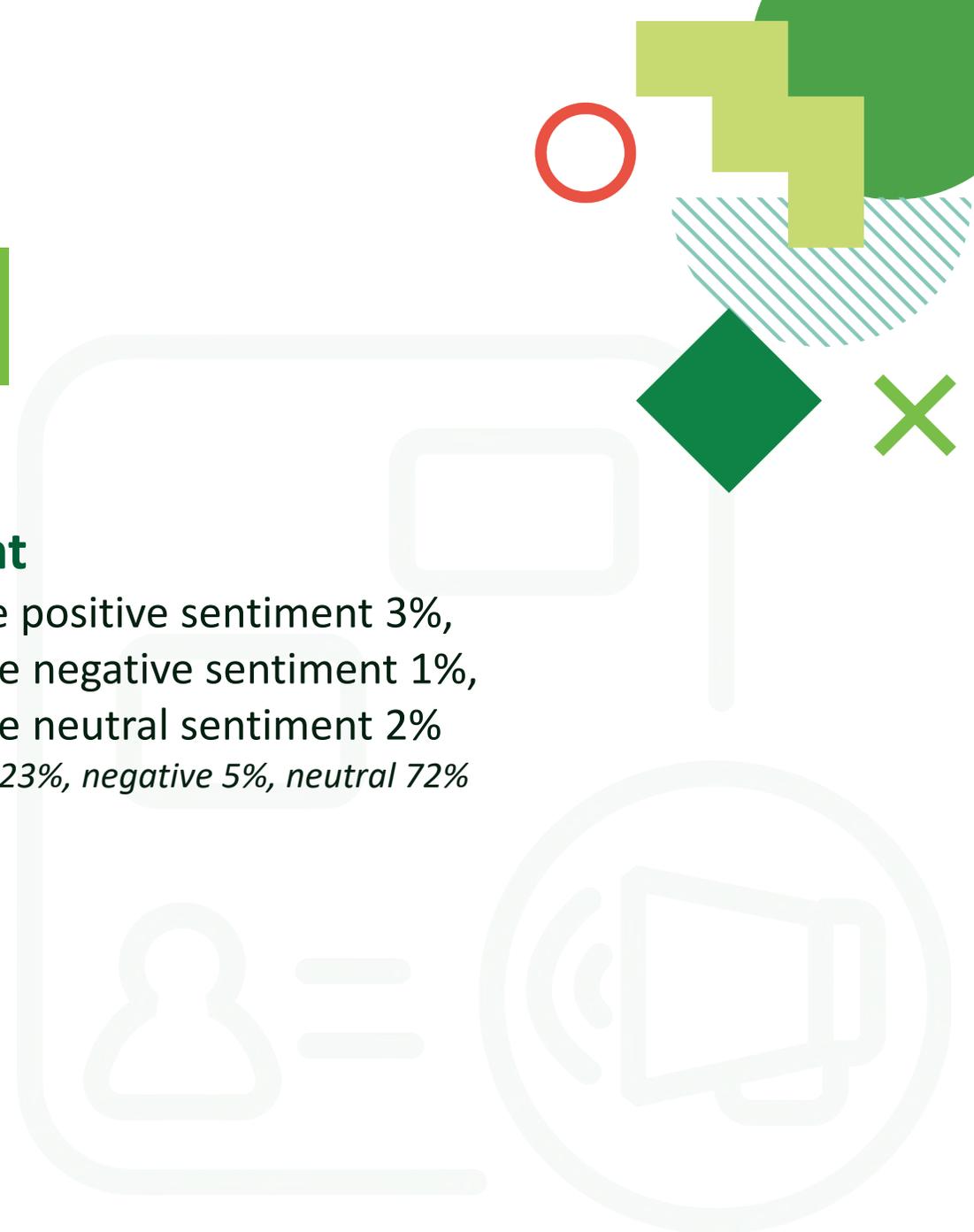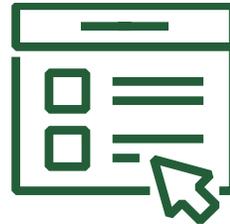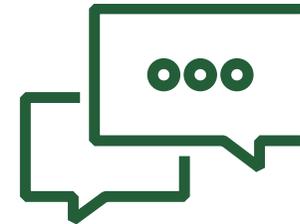
MARCOM 2023-24 PRIORITIES

PARTNERSHIPS WITH IMPACT: Continue Building Partnerships that Drive Student Success
- Continue to support Student Enrollment and Experience through targeted digital and traditional marketing methods (INCLUDE)
- Amplify fundraising campaign; partner with new Alumni Relations Director to build out comprehensive alumni marketing and communications campaign (ENGAGE)
- Align efforts with Athletics to maximize the reputational/affinity benefits of UVU Athletics (ENGAGE)
- Ensure high-performing MarComs in every division/school/college (OPERATIONAL EXCELLENCE)

BRAND REPUTATION AND ADVOCY: Increase Brand Equity and Advocacy
- Continue to build brand and reputational value through the UVU: A Place for You Integrated Marketing Campaign (INCLUDE, ENGAGE, ACHIEVE)
- Formalized advertising strategy and policy (OPERATIONAL EXCELLENCE)
- Expand UVU merchandise opportunities (ENGAGE)
- Build out more aggressive internal and external marketing and communications outreach (INCLUDE, ENGAGE, ACHIEVE)
- Formalize and track brand/reputation analytics to ensure effectiveness of tactics and return on investment (OPERATIONAL EXCELLENCE)

DIGITAL EXCELLENCE: Continue to Build Digital Alignment
- Continue website upgrades (INCLUDE, ENGAGE)
- Leverage web analytics to maximize digital marketing (particularly for enrollment and fundraising) (INCLUDE, ENGAGE)
- Leverage SEO and SEM (INCLUDE, ENGAGE)
- Build out the employee intranet and new email system (ACHIEVE)
- Continue to build on 'digital first' mindset with design and editorial (OPERATIONAL EXCELLENCE)

COMPELLING STORYTELLING: Continue to Build Message Alignment
- Continue to use UVU's messaging pillars/narrative framework in telling the UVU story (INCLUDE, ENGAGE, ACHIEVE)
- Build on video storytelling platforms (Wolverine Stories, Faculty Footnotes, etc.) (INCLUDE, ENGAGE, ACHIEVE)
- Expand internal and external influencer strategy (INCLUDE, ENGAGE)
- Upgrade the UVU story library to ensure greater access, diversity, and tie to UVU's messaging pillars (INCLUDE, ENGAGE, ACHIEVE)
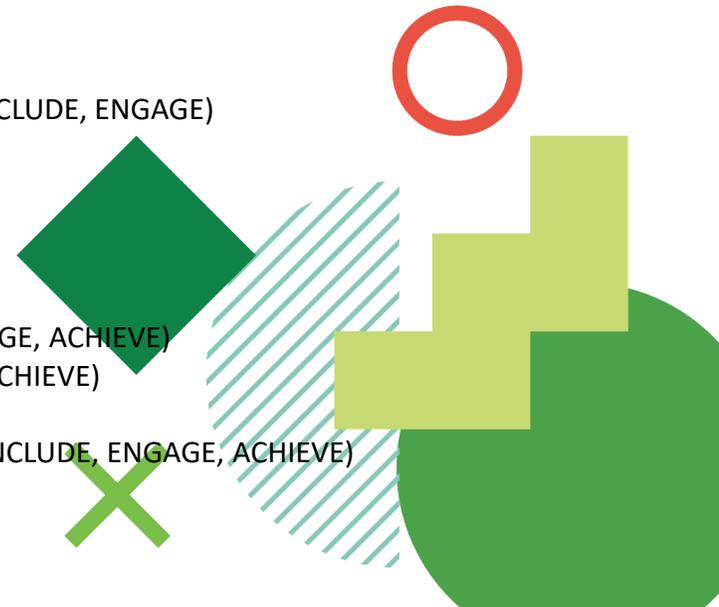
IMPACTFUL PARTNERSHIPS

ENROLLMENT
Coordinated
Recruitment
Efforts
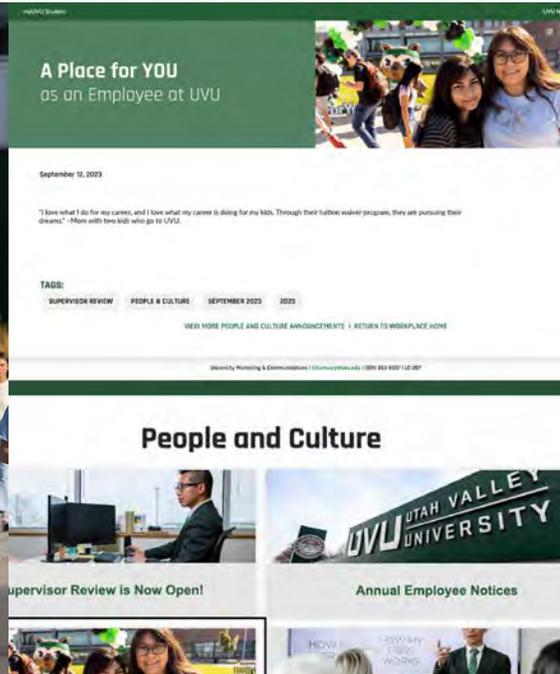
PEOPLE & CULTURE
Collaboration on
Recruitment

ADVANCEMENT
Laying Groundwork
for Giving

ATHLETICS
Building Broader
Brand Awareness

A PLACE FOR YOU CAMPAIGN 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

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)

CHANGE YOUR SCENERY. TRANSFER TO UVU.

LEARN MORE

UVU

WOLVERINE STORIES: BEN LINDSAY

Watch on YouTube

UVU

A PLACE FOR CELEBRATION

CONGRATULATIONS, CLASS OF 2023

UCCU

UVU

BRAND & REPUTATION EARNED MEDIA
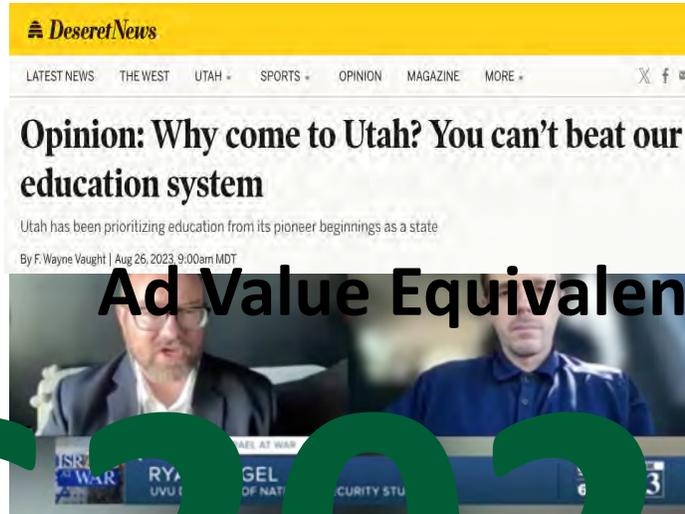
Ad Value Equivalency

$202M

Oct. 19, 2022 – Oct. 19, 2023

BRAND & REPUTATION EXPERTS STRATEGY

Clark Collings

Utah Business Magazine
2023 Corporate Counsel Award

Utah Valley University To Receive National Award For Its Leadership Development Program

The American Association of State Colleges and Universities (AASCU) announced today that it will present the People & Culture Division at Utah Valley University (UVU) with its 2023 Excellence & Innovation Award for Leadership Development and Diversity at the association's annual conference Nov. 4-7 in Chicago.

LIVING COLOR GALA

Utah Business Women OF THE YEAR

DIGITAL EXCELLENCE – WEBSITE REVAMP

COS CET CHPS CHSS SOA SOE WSB

Student Testimonial(s)

[FLEXIBLE]
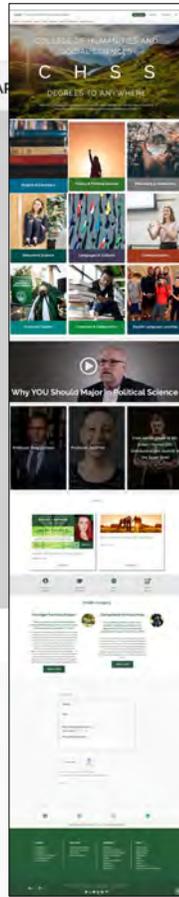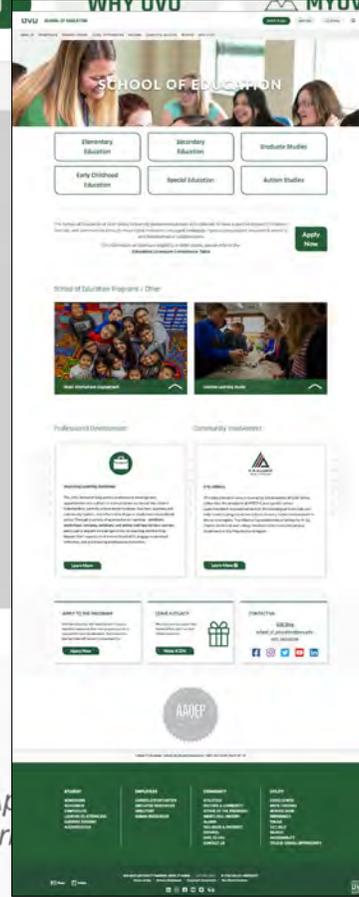
WEBSITE REVAMP – ROADMAP

1
- Team Identified
- Charter Completed
- Present to UEC

FEBRUARY

2
- Explore UX Research Options
- Narrow in Scope

MARCH

3
- Assess IR data for research
- Submit research application to IRB
- Conduct UX Research

APRIL

5
- Align fixed components (Menu, Nav Bar, etc.)
- Create wireframes

JUNE

4
- Assess IR data for research
- Submit research application to IRB
- Conduct UX Research

MAY

6
- Approval on sitemap, url structure, wireframes, tagging/tracking

JULY-SEPTEMBER

7
- Create/update all content (written, photo, video) WITH each area

OCTOBER-MARCH

DIGITAL EXCELLENCE - EXPANDED INTERNAL COMMS

## 2 Weekly Newsletters + Intranet
Average Open rates of newsletters - Staff: 47%; Faculty: 35%

COMPELLING STORYTELLING – STORY LIBRARY

Stories by Category:

First Gen: 4

Include: 11

Non-traditional: 3

Affordability: 3

Engaged Learning: 9

Faculty Mentoring: 9
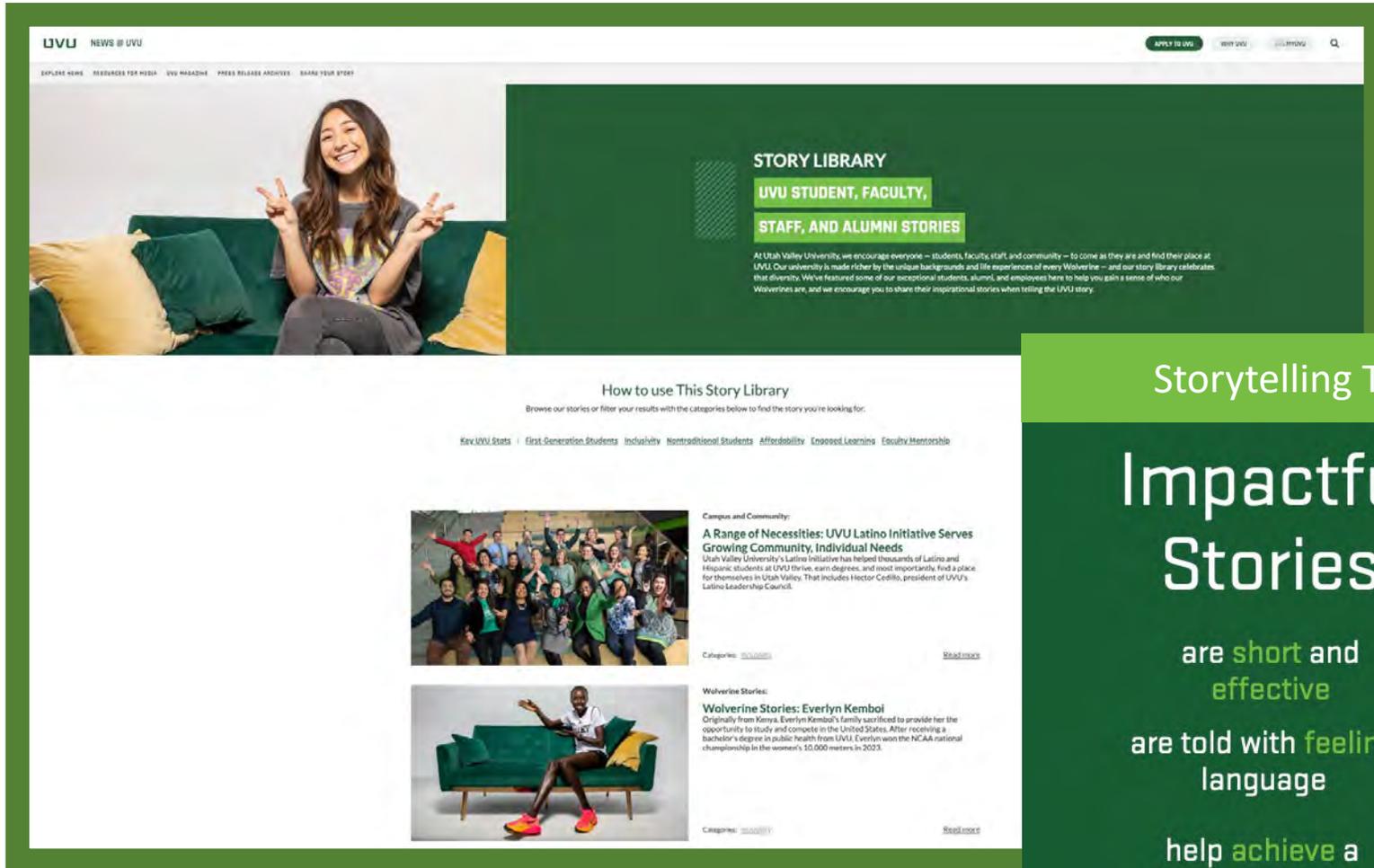
COMPELLING STORYTELLING – LEVERAGING VIDEO

Wolverine Stories – 35 videos produced

Office Hours – 77 videos produced

Employee Stories – 5 videos produced

Faculty Footnote – 6 videos produced

YouTube

1.8M

TOTAL VIEWS

29.3K WATCH HOURS

1.1K SUBSCRIBERS

3 PLAYLISTS

120 CURRATED VIDEOS

REALLOCATION OF AVAILABLE RESOURCES

Reallocation Completed:

1. Reallocated half of University Marketing Budget to University Communications

2. Reallocated half of Integrated Marketing Budget to Digital Marketing Budget

Additional Measures Under Consideration:

1. Evaluate digital marketing and communication tools supporting the university

2. Scale back advertising budget to only focus on brand and reputation

THANK YOU! QUESTIONS?