MISSION STATEMENT

Utah Valley University is a teaching institution which provides opportunity, promotes student success, and meets regional educational needs. UVU builds on a foundation of substantive scholarly and creative work to foster engaged learning. The university prepares professionally competent people of integrity who, as lifelong learners and leaders, serve as stewards of a globally interdependent community.
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University Relations

Mission Statement and Objectives
Mission Statement

University Relations builds relationships that engage, endear, and endure, records and tells the UVU story, and promotes the UVU brand.
6 Objectives

1) Solidify UVU as an essential partner and indispensable resource among all public and private business and community leaders within its service region.
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2) Secure additional support and resources from the local, state, federal and international entities.
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3) Own and accelerate UVU’s distinctive and relevant position in the higher education market.
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5) Proactively record and tell the stories of UVU.
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6) Plan and host premier events that exemplify the unique educational mission of UVU.
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Key Goals:
• Active/Strategic Partner within Public/Private Sectors
• Strategic Engagement Council
• Business Advisory Council
• Community Advisory Council
• Talent Bureau
• Business Resource Center
  o Web-base Services
  o Leads Lab (Sales Program)
  o SBDC Operating Model
  o Innovation Foundation
  o Innovation Academy
  o IP Pipeline
  o Competitions and Events
• Project ACT*
• Public Service and Innovation*
• International Dignitaries

*Funds Request; **Immediate
Key Goals:
• $29M Acute Equity
• $20M Arts Building
• Two Federal Contracts = $4M
• Federal grant to build an advanced composite materials rapid prototyping center
• Educate and mobilize key university stakeholders as effective advocates
• Increase private donations to fund International Affairs programs
**Key Goals:**

- Establish a process/criteria to prioritize University Relations support and services that promotes the University’s unique educational mission among university entities.
- Increase the sophistication of measuring UVU’s brand penetration and effectiveness of marketing strategies.
- Expand “Engage” branding campaign (internal/external).
- Olympic ad buy (3 UVU Olympian athletes!) **

*Funds Request; **Immediate
Noelle Pikus Pace
US Skeleton Team
UVU Class of 2006
Int. Studies/Track & Field

Akwasi Frimpong
Dutch Bobsled Team
UVU Class of 2013 (cum laude)
Marketing/Track & Field

Chris Fogt
US 2/4-Man Bobsled Teams
UVU Class of 2008
Business/Track & Field
Key Goals:
• Elevate the awareness of and participation in UVU events
• Launch and perpetuate a UVU affinity/loyalty campaign – Get Your Green On*
• Aggressively expand UVU’s apparel POS-licensing program*
• Support Alumni, Athletics and Bookstore in the creation and management of online stores
• Campus Image Committee operating budget*
• Athletic WAC and Men’s Soccer campaign
• Orem lamp pole affinity banners (“Gone Green”)
• UVU Flag Blitz

*Funds Request; **Immediate
**Key Goals:**

- Increase UVU’s digital footprint*
  - Mobile presence
  - Social media
  - UVU-TV / YouTube Channel
  - ESPN, FSN, etc.
  - Video archive (History Book)
- Leverage Talent Bureau as a media story/expert source
- Plan and execute UVU’s 75th anniversary celebration*
  - President’s 5-Year Report
  - UVU History Book
  - Commemorative Merchandise

*Funds Request; **Immediate
**Key Goals:**

- Increase opportunities and reasons for the general public to experience UVU campus firsthand.
- Encourage and support university centers of excellence to host regional and national conferences and events.
- Ensure a successful and meaningful experience for all event participants.
- Remodel/expand PE Building**
- Plan and execute UVU’s 75th anniversary celebration*
  - Special Events (UVUphoria)
  - Annual Events (Sch. Ball)

*Funds Request; **Immediate
Indispensable Resource
Secure Additional Resources
Build/Increase Affinity
Own/Accelerate Market Position
Plan/Host Premier Events
Record/Tell the Stories of UVU

Inclusive
Engaged
Serious
Student Success
**Mission:** University Relations builds relationships that engage, endear, and endure, tells the UVU story, and promotes the UVU brand.

**Dashboard:**

**OBJECTIVE #1**
Solidify UVU as an essential partner and indispensable resource among all public and private business and community leaders within its service region.

**OBJECTIVE #2**
Secure additional support and resources from the local, state, federal and international entities.

**OBJECTIVE #3**
Provide priority marketing support and services to University entities that exemplify the University’s mission and core theme of Engaged Learning.

**OBJECTIVE #4**
Increase the affinity with the UVU brand.

**OBJECTIVE #5**
Be proactive in telling the UVU story.

**OBJECTIVE #6**
Capture and celebrate the history of UVU.
# Request Funding

<table>
<thead>
<tr>
<th>#</th>
<th>Request</th>
<th>Funding Cycle</th>
<th>Amt.</th>
<th>Source</th>
<th>Shared Request</th>
<th>Space</th>
<th>UR Objective</th>
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## University Relations

### Future

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<tr>
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</table>
Future Space Needs

- Foresee the need for more space for:
  - Marketing & Communications; Events
  - Development & Alumni Relations
- Improve quality of and access to studio space
- Increase Marketing’s accessibility (central campus local)

- **Have:** 24 Offices; 30 Cubicles; 2 Studios
- **Need:** 12 Offices; 3 Cubicles; 1 Studio
Future Space Needs

- Central campus location w/accessible studio space
- Close to the Parking Garage for visitors
- Moves Faculty Senate Room (improve functionality)
- Classroom space neutral (improve functionality)
- Provides Development & Alumni Relations room to grow