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

Critical question:

How can University Relations advance Student Success?

As a division?  As departments?  As individuals?
Keeping the Core the Core

Sample Answers:

Divisionally
• Create a Social Media Command Center (SMCC)
• Front monitors streaming social media feeds (prospective student tours)

Departmentally
• Collaborate with Communication and Marketing faculty—UVU as client
• Employ interns and PT students

Individually
• Mentor
• Celebrate student successes
• First choice, second chances
Keeping the Core the Core: 2015-16 Highlights

• Secure Li Ka-shing funding for high profile UVU international and high profile student internships

• Realigned and repurposed resources and functions
  • International Affairs & Diplomacy → Office of Global Engagement
  • Economic Development → Economic & Community Engagement
  • Event Support → Events Department
Keeping the Core the Core: 2015-16 Highlights

• Hosted 36 “Facilities Master Plan” open forums engaging an estimated 1,725 total constituent participants

• Access facility master plan: http://www.uvu.edu/universityrelations/ (under the “Facilities Master Plans” tab)
Keeping the Core the Core: 2015-16 Highlights

• Streamline of University marks and color
• Licensing Department
  • Joined ICLA (Internationally Collegiate Licensing Assoc.)
    • Invited to be the ICLA President’s official mentee for the 2016-2017
  • Officially registered the “UVU Tartan” kilt pattern
Keeping the Core the Core: 2015-16 Highlights

• Commitments for Utah County distribution
  • Knights Apparel (distributor)
  • Sierra Enterprises (distributor)
  • Walmart
  • Target
  • Ridley’s
  • Smith’s
  • Fresh Market

• Increased UVU’s royalty retail rates from 8% to 10% with Learfield Licensing Partners

• Acquired State of Utah trademark registration for the verbiage “Utah Valley”
Keeping the Core the Core: 2015-16 Highlights

Seeking to onboard:

- Costco
- Bed, Bath & Beyond
- Kohl’s
- Old Navy
- Office Depot
- Home Depot
- Dick’s Sporting Goods
- Big 5 Sporting Goods

...and...

- Victoria’s Secret
- Sam’s Club
- Lids
- Fanzz
- Lowe’s
- Scheels
Keeping the Core the Core: 2015-16 Highlights

- 75th Anniversary Campaign
- 75th Commencement
- Honoring of former presidents
- UVU Magazine - 75th Edition
- Freshman Convocation
- Homecoming
- UVUphoria
Keeping the Core the Core: 2015-16 Highlights

• 75th Anniversary Campaign – MORE TO COME!
  • PACE Holiday Social (Dec. 15)
  • History Book
  • Community Flag Campaign
  • Honor our first president, Hyrum Johnson, and faculty/staff
Keeping the Core the Core: 2015-16 Highlights

• Roots of Knowledge Windows
  • Facebook Live (NYC, Oxford, London)
    • Total reach: 111,276 (saw in feed)
    • Total video views: 40,635 (watched)
    • Clicks to ROK site: 2,368
    • Engagement: 1,524 likes, comments, and shares
  • ROK website:
    • Pre-FB Live events: 19 visits/day
    • Post-FB Live events: 105 visits/day (452% increase)
  • Unveiling: Nov. 18 @ 1:45 pm, ROK Gallery (web stream + FB Live)
Keeping the Core the Core: 2016-17 PRIORITY

• Social Media Command Center (SMCC)
  • Student learning lab to equip w/workforce skill-set expectations (all disciplines)
  • UR partner w/Comm/Mktg classes to increase UVU’s social media footprint
  • Meaningful engagement with target audiences (it’s where our students are)
  • Monitor, measure and analyze UVU’s online ROI/impact
  • Support to (or alternative) Crisis Communication Command Center
### Appropriated Base (est. allotment $250K)

<table>
<thead>
<tr>
<th>Request</th>
<th>Priority</th>
<th>Budget</th>
<th>Theme/Imperative</th>
</tr>
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<tbody>
<tr>
<td>*Embedded/Dedicated Model</td>
<td>UMC1</td>
<td>$73,562</td>
<td>OE.1</td>
</tr>
<tr>
<td>Studios &amp; Broadcast Services Data Manager</td>
<td>UMC2</td>
<td>$93,178</td>
<td>S.4</td>
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<tr>
<td>Social Media FTE</td>
<td>UMC3</td>
<td>$80,918</td>
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<td><strong>TOTAL:</strong></td>
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<td><strong>$247,658</strong></td>
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* LI, UC, S&H, ED, OEL (pending AAC prioritization)
* Support School of the Arts FT position: Arts Promoter
### Appropriated One-time (est. allotment $272K)

<table>
<thead>
<tr>
<th>Request</th>
<th>Priority</th>
<th>Budget</th>
<th>Theme/Imperative</th>
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<tbody>
<tr>
<td>Social Media Control Center Operating Program/Platform</td>
<td>UR1</td>
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<td>SS.2</td>
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<tr>
<td>Campus Image Committee</td>
<td>UR2</td>
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<tr>
<td>FLSA Impact</td>
<td>UMC1</td>
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<td>PURLS</td>
<td>UMC2</td>
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<td>Project Management System</td>
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<tr>
<td>Licensing</td>
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<td>$20,000</td>
<td>S.2</td>
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<tr>
<td><strong>TOTAL:</strong></td>
<td></td>
<td><strong>$250,000</strong></td>
<td></td>
</tr>
</tbody>
</table>
THANK YOU!