



PBA

University Relations | October 30, 2019

THREE NEW
TEAM MEMBERS



HENRY MOLINA
Associate Vice President of
University Marketing & Communications



AUGUST MILLER
Director of Photography



MATTHEW CHAMBERS
Licensing & Trademarks Manager

PROJECT
EW051719 UVU Magazine - Fall 2019



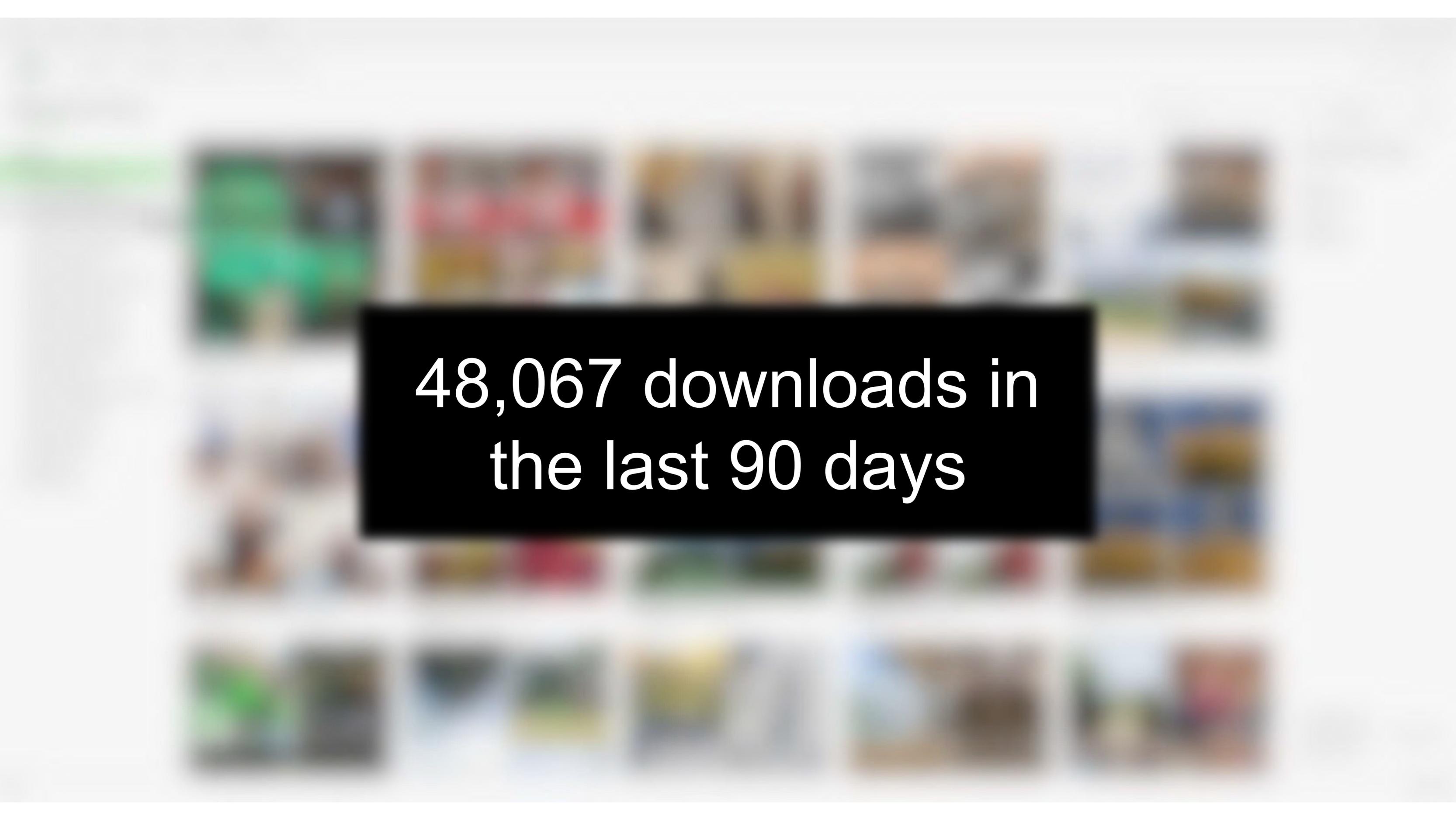
Project Owner
Jody Birch

Planned Completion
Oct 31, 2019

Status
Current ▾

« Tasks

# ↑	Task Name	Assignments	Duration	Pln Hrs	Predecessors	Start On	Due On	% Complete	Task Constraint
1	Editorial Outline / Overview		1 Day	0 Hours		8/1/19	8/1/19	100%	Must Finish On
2	Production Schedule / Excel Document	Layton Shumway	1 Day	0 Hours		8/1/19	8/1/19	100%	Must Finish On
3	Story Ideas / Brainstorming	Layton Shumway	1 Day	0 Hours		8/1/19	8/1/19	100%	As Soon As Possible
4	UN Conference - Feature (6-8 pages)		30 Days	0 Hours		7/25/19	9/4/19	100%	As Soon As Possible
5	UN Conference (Story Writing)	Layton Shumway	6 Days	0 Hours		7/25/19	8/1/19	100%	Must Finish On
6	UN Conference (Story Draft Review)	Stace Hall	3 Days	0 Hours		8/14/19	8/16/19	100%	Must Finish On
7	UN Conference (Photography)	August Miller	9 Days	0 Hours		8/6/19	8/16/19	100%	Must Finish On
8	UN Conference (Design)	Shari Warnick	10 Days	0 Hours		8/22/19	9/4/19	100%	Must Start On
9	Alumni Awards - Alumni News		30 Days	0 Hours		7/25/19	9/4/19	100%	As Soon As Possible
10	Alumni Awards (Writing)	Barbara Christiansen	6 Days	0 Hours		7/25/19	8/1/19	100%	Must Finish On
11	Alumni Awards (Story Draft Review)	Stace Hall	3 Days	0 Hours		8/14/19	8/16/19	100%	Must Finish On
12	Alumni Awards (Photography)	August Miller	9 Days	0 Hours		8/6/19	8/16/19	100%	Must Finish On
13	Alumni Award (Design)	Kimberlee Forsgren	10 Days	0 Hours		8/22/19	9/4/19	100%	Must Start On
14	New Basketball Coaches/AD (Feature 6-8 and Cover Art)		41 Days	0 Hours		7/10/19	9/4/19	100%	Must Finish On
15	New Basketball Coaches/AD (Story Writing)	Jay Wamsley	6 Days	0 Hours		7/25/19	8/1/19	100%	Must Finish On
16	New Basketball Coaches/AD (Story Draft Review)	Stace Hall	3 Days	0 Hours		7/30/19	8/1/19	100%	Must Finish On
17	New Basketball Coaches/AD (Photography)	Jay Drowns	1 Day	0 Hours		7/10/19	7/10/19	100%	Must Start On
18	New Basketball Coaches/AD (Design)	Emily Weaver	10 Days	0 Hours		8/22/19	9/4/19	100%	Must Start On
19	Wolverine Fund (Spotlight - 6-8 Pages)		41 Days	0 Hours		7/10/19	9/4/19	100%	Must Finish On
20	Wolverine Fund (Story Writing)	Layton Shumway	13 Days	0 Hours		7/12/19	7/30/19	100%	Must Start On
21	Wolverine Fund (Photography)	August Miller	12 Days	0 Hours		7/10/19	7/25/19	100%	Must Finish On
22	Wolverine Fund (Story Draft Review)	Stace Hall	2 Days	0 Hours		8/22/19	8/23/19	100%	Must Start On
23	Wolverine Fund (Design)	Shari Warnick	10 Days	0 Hours		8/22/19	9/4/19	100%	Must Start On
24	Dance Team (Spotlight - 4 Pages)		39 Days	0 Hours		7/12/19	9/4/19	100%	Must Finish On
25	Dance Team (Story Writing)	Barbara Christiansen	25 Days	0 Hours		7/22/19	8/23/19	100%	Must Finish On
26	Dance Team (Photography)	August Miller	5 Days	0 Hours		7/12/19	7/18/19	100%	Must Start On
27	Dance Team (Story Draft Review)	Stace Hall	2 Days	0 Hours		8/22/19	8/23/19	100%	Must Start On
28	Dance Team (Design)	Emily Weaver	10 Days	0 Hours		8/22/19	9/4/19	100%	Must Start On
29	Pamela Nelleman Clark (Verbatim - 4 Pages)		39 Days	0 Hours		7/12/19	9/4/19	100%	Must Start On
30	Pamela Nelleman Clark (Story Writing)	Layton Shumway	13 Days	0 Hours		7/12/19	7/30/19	100%	Must Start On



48,067 downloads in
the last 90 days

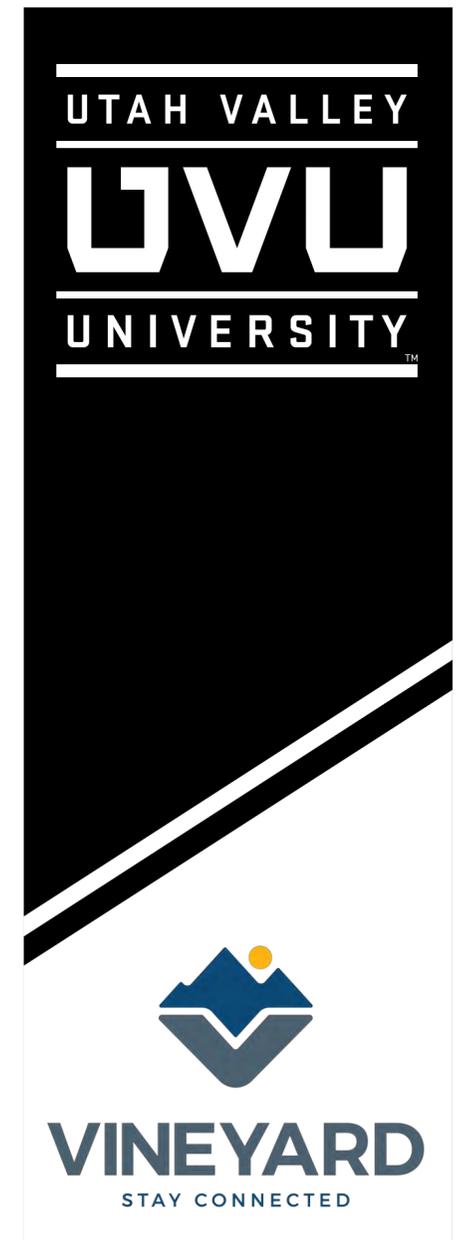
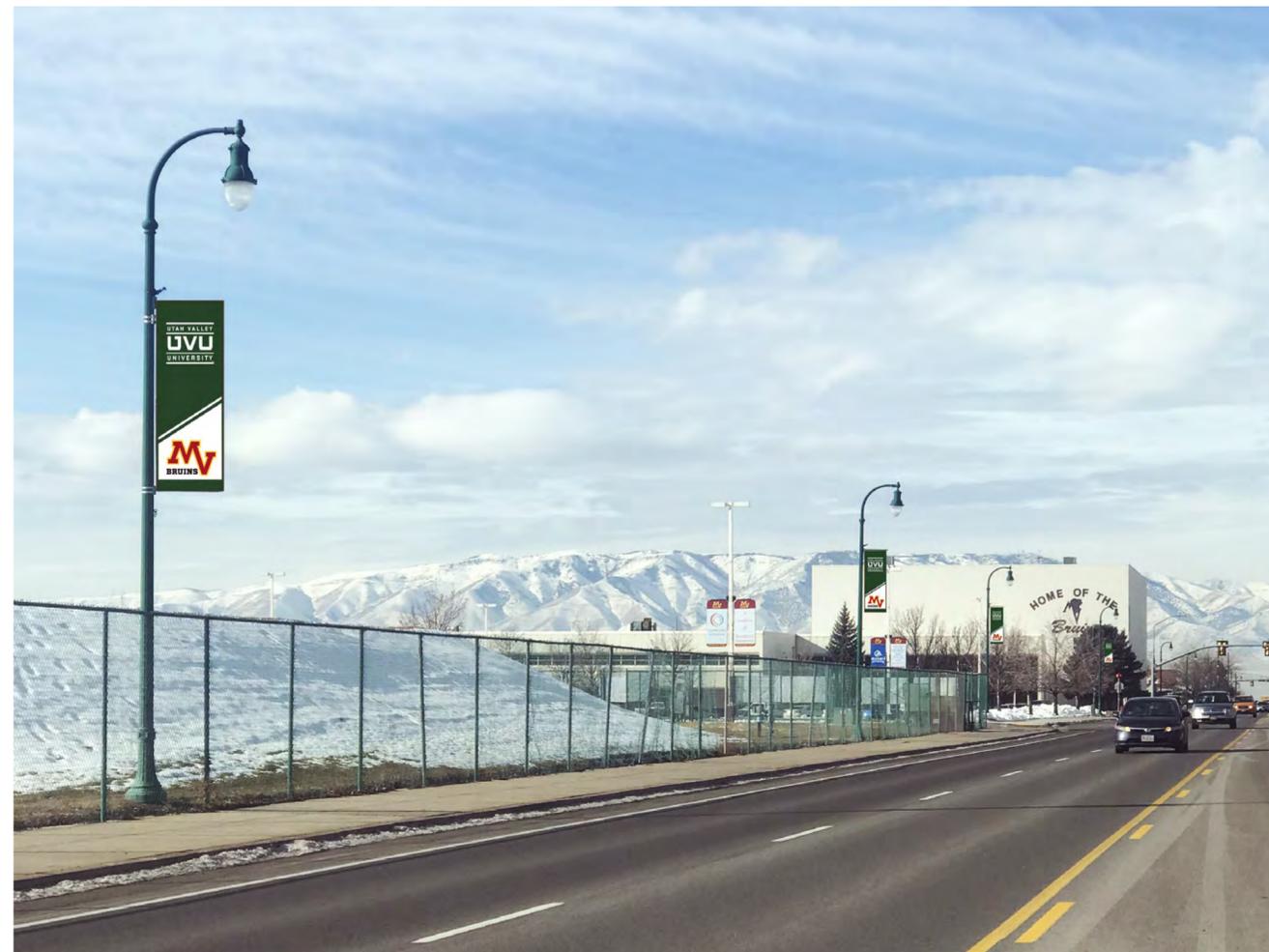
FUNDING FOR COMMUNITY BANNERS



PAINTING THE VALLEY GREEN

DELIVERED AND TO BE INSTALLED AFTER THE HOLIDAY SEASON

- VINEYARD
- OREM
- MOUNTAIN VIEW
- HEBER
- PAYSON
- LEHI



ADDITIONAL FUNDING FOR
PARADES

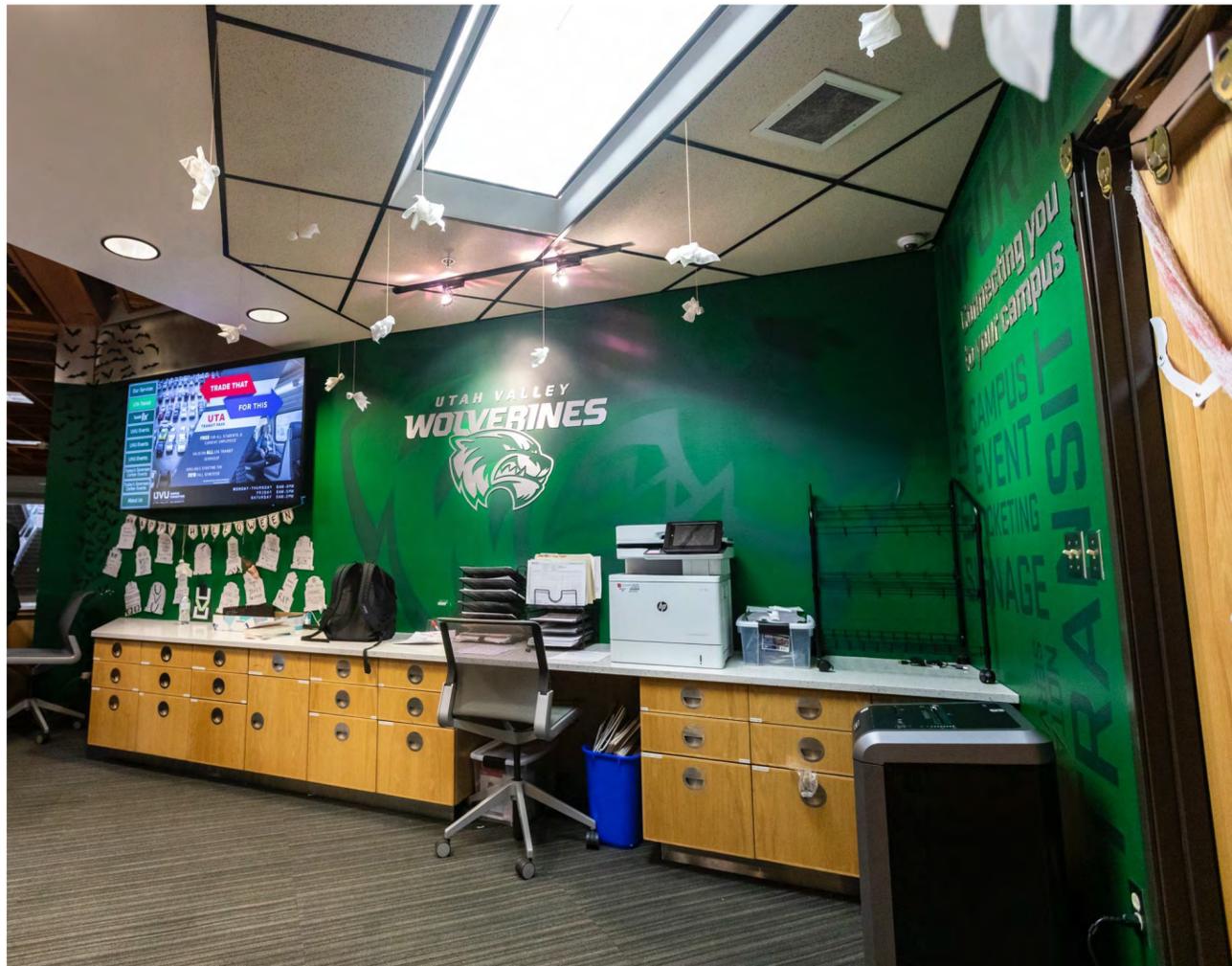


FUNDING FOR
CAMPUS IMAGE & BRANDING

PHASE 1: UVU BRAND - COMPLETED DECEMBER 2019

PHASE 2: UVU BRAND VALUES - COMPLETED JANUARY 2020

PHASE 3: ENVIRONMENTAL BRANDING – COMPLETED SUMMER 2020



FUNDING FOR UVU INVOLVEMENT IN U.N. CIVIL SOCIETY CONFERENCE

UVU WAS THE CONVENER OF THE CONFERENCE

University Relations (UR) did the following with the budget:

- Strategized and secured speaking opportunities in the keynote, thematic sessions, and workshops
- Hosted U.N. diplomatic officials and ambassadors
- Created promotional videos
- Created all UVU exhibitor booths
- Designed and printed UVU collateral
- Pitched local, national, and international media coverage





SUMMER ENROLLMENT CAMPAIGN

START THINKING OF SUMMER



- Graduate faster
- Save money
- Travel with online classes



Questions? Email summer@uvu.edu or call 801-863-8100

As a result....

11,241 Students enrolled in summer semester 2019 (up from previous year)
15.64% Web traffic increase over previous year

Start Thinking of Summer



Summer classes come with tons of great perks!

- Get up to **\$3,048** with Pell Grants
- Save money with **in-state tuition rates**
- Travel more with **online classes**
- Retake classes for a **higher GPA**
- Catch up on credits to **graduate on time**

Questions? Email summer@uvu.edu or call **801-863-8100**



Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. The following office has been designated to handle inquiries regarding non-discrimination: EOAA/Title IX - 801-863-5704 - 800 W University Pkwy, Orem, 84058, Suite BA 203. The information provided is in compliance with the U.S. Department of Education's disclosure requirements for programs eligible for Title IV financial aid as programs that prepare students for gainful employment in a recognized occupation as required in 34 CFR 668.6(b).

WOMEN'S SUCCESS CENTER

THE MARKETING EMBEDDED-DEDICATED STAFFER
HAD A KEY ROLE IN THESE AREAS:

- Event outreach and planning
\$335,000 raised for WSC scholarships at a single event
- Promotion of Wee Care Center
Serving 110 families & 150 children
- Coordination with Women of UVU on retention
- Project management of design for all large initiatives

ALL-TIME HIGH
COMPLETION RATE:

37%



2018-2019

UVX MARKETING CAMPAIGN



28,918
Passes issued



1,350
Fewer parking
Passes sold



46%
Of ridership are
UVU students



5,400
Daily UVU riders



UVU | UTA UVX | BYU

• Both UVU and BYU have a minimum number of credit hours required to be eligible for the free UTA pass.
• Both BYU and UVU campus IDs and Smartcards will activate automatically on Aug. 1, 2018.
• The Utah Valley Express only stops at each of the designated 18 stations on the route.
• For complete information and requirements, go to: uvu.edu/campusconnection OR sustainability.byu.edu/transportation

Get on Board. FREE!

INTRODUCING the Utah Valley Express (UVX) Starting August 13, 2018

UVU | UTA UVX | BYU

Utah Valley Express is coming August 13th

Ride UTA FREE With Your Campus ID

- Commute to Campus FAST
- Save Money
- Skip Parking
- Travel More
- Eco-Friendly

UVU | UTA UVX | BYU

Learn more at uvu.edu/campusconnection

Commuting to Campus? Get on Board. FREE!

If you have a valid campus ID, you have a free UTA pass.

Cut through traffic and skip the hassle of parking with the new UTAH VALLEY EXPRESS!

UVU | UTA UVX | BYU

Learn more at <http://sustainability.byu.edu/transportation>

Ride UTA **FREE** With Your Campus ID

UVU | UTA UVX | BYU

Learn more at uvu.edu/campusconnection OR sustainability.byu.edu/transportation

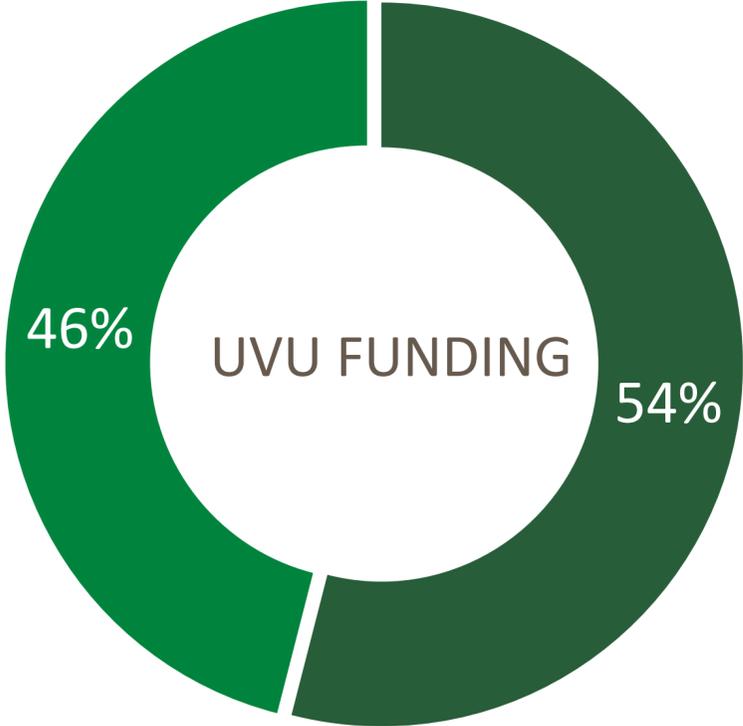


CREATION OF
**TOWN AND GOWN
ADVISORY COMMITTEE**
WITH THE CITY OF OREM

Comprised of UVU and Orem City
leadership

- Traffic
- Housing
- Police
- Facilities
- Economic development

2019 LEGISLATIVE OUTCOMES



■ TUITION & FEES ■ LEGISLATURE

COMPENSATION		\$4,274,000
STUDENT GROWTH & CAPACITY		\$1,696,900
OTHER	Ops & Mgmt. for The Noorda Center	\$486,400
	Risk Management and Attorney General	\$323,200
	Engineering Initiative	\$314,300
	Performance-Based Funding (funded to regents, estimated UVU share)	\$4,897,900
	TOTAL	\$11,992,700

UVU 2019-20 CAPITAL FACILITIES FUNDING

2019 LEGISLATIVE OUTCOMES

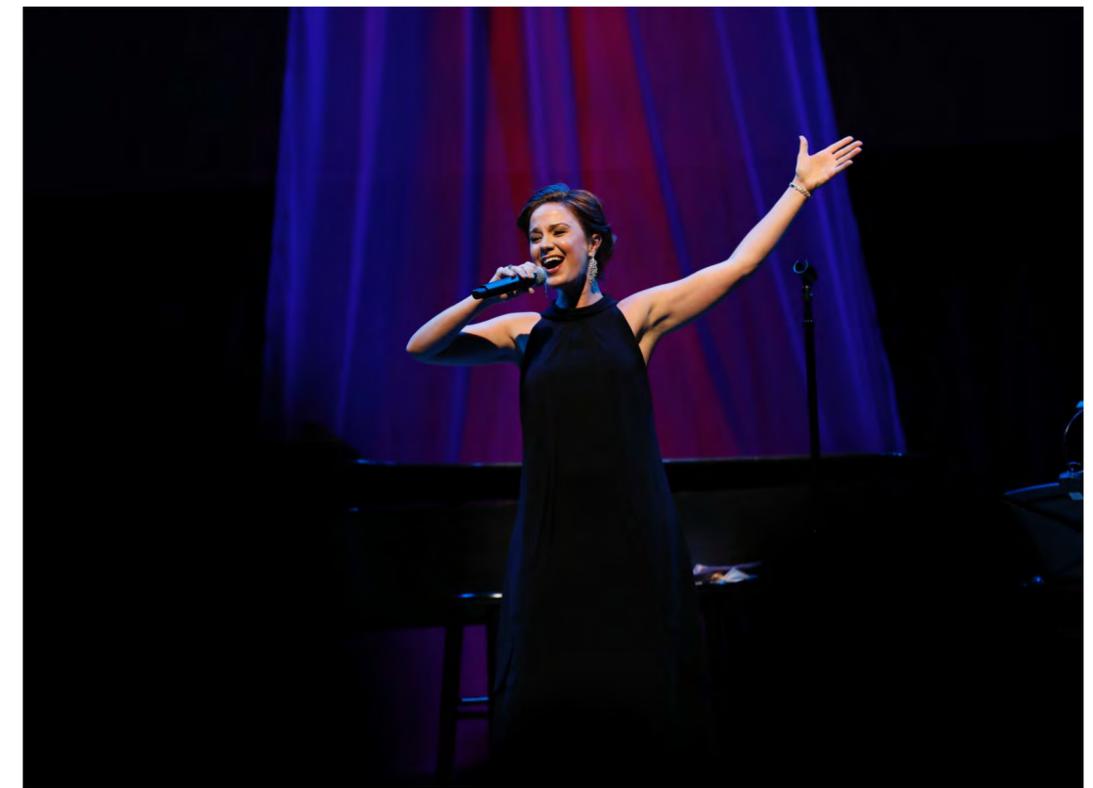


\$50 MILLION STATE LEGISLATURE FUNDING FOR

**NEW BUSINESS
BUILDING**

COMMUNITY ENGAGEMENT

MASTER CLASSES FOR UVU STUDENTS,
HIGH SCHOOL STUDENTS, AND THE COMMUNITY



Audra McDonald

Sierra Boggess

Pasek & Paul

“Wicked” Musical
Stars



DUAL-MISSION SUMMIT

UVU PLANNED AND HOSTED THE INAUGURAL SUMMIT



THE CHRONICLE OF
HIGHER EDUCATION

Washington[®]
MONTHLY

LOCAL, REGIONAL, NATIONAL

MEDIA COVERAGE

300+ LOCAL & NATIONAL ARTICLES PUBLISHED
ABOUT UVU
6,957 UVU MEDIA MENTIONS

NEWS @ UVU

130+ PUBLISHED STORIES
32,240 PAGEVIEWS ACROSS THE SITE SINCE
MARCH 2019 LAUNCH

HIGH-PROFILE EVENT/MEDIA COVERAGE

- WEEK OF DREAMS
- U.N. CONFERENCE
- PENGUIN PATERNITY
- PRESIDENTIAL LECTURE SERIES
- CRISIS COMMUNICATIONS PLAN CREATION & IMPLEMENTATION

Studying the Body of an Ultramarathon Runner

By: [Katelyn Hughes](#) | [f](#) [t](#) [e](#)

One runner. 497 miles. Eight days. Working off two to four hours of sleep a night. That is the goal of some athletes who push themselves beyond the normal marathon length of 26.2 miles. Ultramarathons are growing in popularity, and those who participate in them push their bodies to the limit.

Andrew Creer, an associate professor in the Exercise Science Department at Utah Valley University, is measuring the effects that running these great distances have on physical and mental well-being. He is following ultrarunner Ben Light's run from September 1-8 in Spain.

"People can run these incredible feats — we just don't understand what is happening to their body, how does their body adapt to allow them to keep going?" Creer said. "This project might provide an insight into what is happening to the body that way."

Earlier this year, professional ultrarunner Ben Light approached Creer and requested that Creer collect physiological and cognitive data, while Light runs the Pyrenean Haute Route. The ultrarunner is attempting to set the fastest known time for trail completion, and plans to run the trail in eight and a half days.

Last fall, Creer used a video clip of one of Light's previous runs, showcasing gastrointestinal distress, in his sports nutrition class. Taran Bailey, one of Creer's students, who is now involved with the project, posted this to Instagram and tagged Light. Light then offered to speak in Creer's class about his experience as an ultrarunner.

After seeing some of the equipment in UVU's facility, Light asked Creer to become involved with the Pyrenees Project.

"I am interested in seeing the effects that ultra-endurance events have on the body," Creer said. "For me, there just isn't a lot of information about what happens when people set off to do these types of things, and they are becoming more popular."



In our opinion: UVU president's inauguration is a fitting cap to Women's History Month

Deseret News editorial board
Published: March 24, 2019 6:00 am

[t](#) [f](#) [e](#) [2](#) Comments



Adam Fondren, Deseret News



VIDEO SHOWCASE OF UVU TALENT

VOICELINE & UVU DANCE TEAM

35,000 FACEBOOK VIEWS

RECEIVED TWO REGIONAL EMMY AWARDS



UVU TEAM FIGHTS UTAH LAKE ALGAE

ENGAGED LEARNING VIDEO HIGHLIGHTING

PROFESSOR AND STUDENT

UNDERGRADUATE RESEARCH

GAME CHANGERS

1. SCRIPT WRITER (UR BASE)
2. DIRECTOR OF INTEGRATED DIGITAL MARKETING & COMMS (UR BASE)
3. CONTENT MANAGER (UR BASE)
4. VISION 2030 MARKETING (CENTRAL)

UR PBA REQUESTS

BASE FUNDS & ONE-TIME

BASE FUNDS

VIDEO SCRIPT WRITER **\$89,860**

DIRECTOR, INTEGRATED DIGITAL MARKETING & COMMUNICATIONS **120,203**

CONTENT MANAGER **93,060**

UR BASE BUDGET **55,000**

STUDIOS & BROADCAST SERVICES BASE BUDGET **40,000**

TOTAL **\$398,123**

CEILING **\$398,300**

ONE-TIME REQUESTS

LIBRIS (PHOTOGRAPHY) **\$15,000**

POWER PACK (PHOTOGRAPHY) **30,000**

LICENSING/BRANDING & RESOURCE ALLOCATION **15,000**

DATA STORAGE AND LTO (STUDIOS & BROADCAST SERVICES) **60,000**

SOCIAL MEDIA COMMAND CENTER (MARKETING) **35,000**

GUEST SERVICES GOLF CART **15,000**

COMMUNITY/GOV'T RELATIONS OUTREACH AND GUEST SERVICES **48,000**

TOTAL **\$218,000**

CEILING **\$218,000**

CENTRAL FUNDING REQUEST

MARKETING OF VISION 2030

\$185,000



VISION 2030



A 10-year vision outlining how UVU's integrated dual mission will meet the higher education and workforce needs of Utah County, UVU's service region, and the state of Utah

PBA REQUESTS

GENERAL FUNDS

BOARD OF REGENTS AND STATE EVENTS **\$6,500**

DUAL-MISSION SUMMIT SPONSORSHIP **15,000**

VISION 2030 MARKETING **185,000**

TOTAL **\$206,500**