

University Marketing Communications

PBA | Oct. 27, 2021

WE SAVED A SEAT FOR YOU AT PBA





Meet the MarCom Leadership Team



Henry Molina
AVP of Marketing and
Communications



Jody Birch
Senior Director of Integrated
Marketing



Scott Trotter
Senior Director of Public
Relations



Will McKinnon
Senior Director of Broadcast
and Photography Studios



Stace Hall
Director of Editorial,
Executive Editor



Christie Denniston
Associate Vice President
of Strategic Engagement

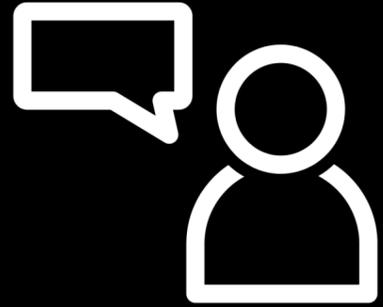


Gabe Mayberry
Social Media Manager

2020-2021 PRIORITIES



2020-2021 Priorities



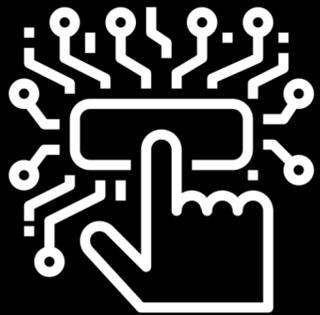
Strategic University Narrative

Elevate UVU's external and internal messaging to more effectively communicate and engage with key stakeholders



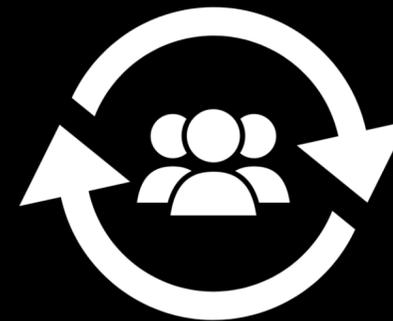
Disruptive Marketing Campaigns

Improve the effectiveness of UVU's integrated marketing campaigns



Digital Excellence

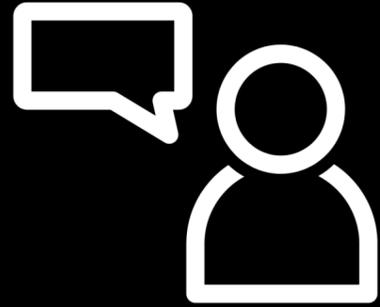
Build a digital MarCom center of excellence that elevates UVU's digital platforms and capabilities



High-Performing Organization

Increase operational efficiencies throughout the MarCom function

2020-2021 Priorities



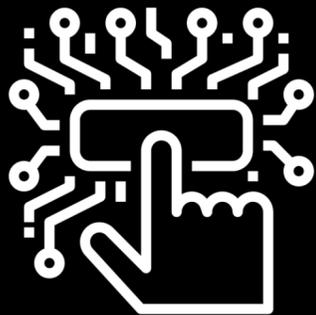
Strategic University Narrative

- Complete the Narrative and Messaging Map by Jan '21
- Fully integrate narrative into university editorial calendar by March '21
- Increase the effectiveness of email communications (measures open and click-through rates)



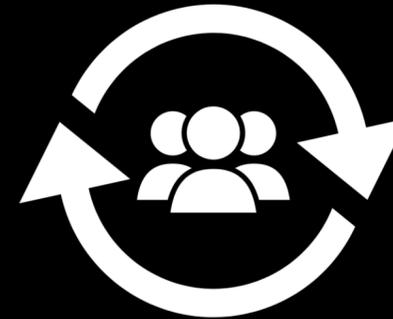
Disruptive Marketing Campaigns

- Complete and deliver campaign brand kits to campus by Aug '21
- Leverage campaign to improve key metrics of familiarity, reputation, and advocacy



Digital Excellence

- Full social media/digital team in place by YE '21
- Improve key performance metrics for UVU's primary social handles by May '22 - measures include reach, engagement, etc.
- Update social media policy by June '22
- Improve effectiveness and impact of digital advertising by June '22 (click-through rates, conversions, etc.)
- Increase web traffic to homepage to more than 2.5M by June '22; complete next phase of web updates revisions by June '22



High-Performing Organization

- Complete PODS system by YE '21
- Hire full project management team by Oct '21; university project management system in place by YE '21
- Increase operational efficiencies throughout the MarCom function



**2020-2021 Priorities:
Strategic University Narrative**

UVU Narrative Development

PHASE 1



Leverage What We Know

- **Key Activities:**
 - Collect and review “in use” narrative language
 - Qualitative stakeholder interviews: NAB and UVU Foundation
 - Gather inputs for quantitative survey
- **Core Deliverable:**
 - Messaging Audit

PHASE 2



Understand Expectations

- **Key Activities:**
 - Deploy quantitative study with 450 members of the Community
 - Conduct multiple rounds of outcome-driven statistical analysis
 - Present findings internally
- **Core Deliverable:**
 - UVU Community Deep-Dive Study

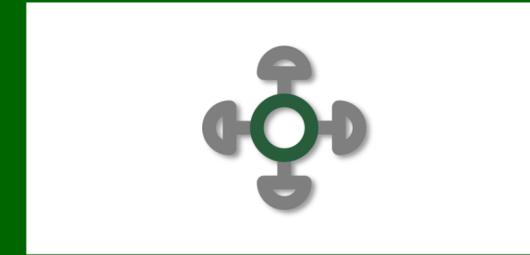
PHASE 3



Get Our Words Right

- **Key Activities:**
 - Conduct online survey-based concept evaluation module (e.g. “highlighter tool”) where respondents can highlight words or phrases that they like (or don’t)
- **Core Deliverable:**
 - Message Testing Report and Findings

PHASE 4

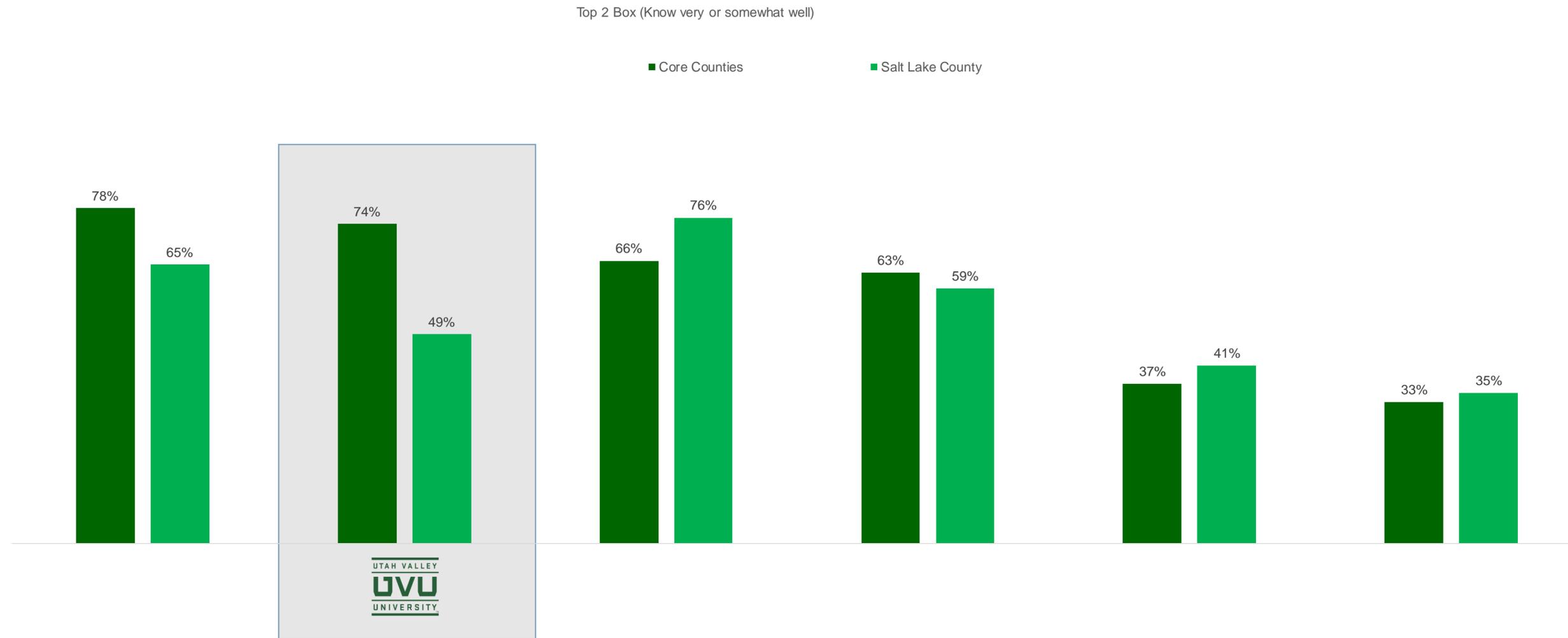


Socialize & Educate

- **Key Activities:**
 - Integrate all findings (proof-points, community expectations, proven channels to communicate, and final tested messages) to support final UVU narrative presentation
- **Core Deliverable:**
 - Internal Roadshow and Narrative Playbook

Familiarity

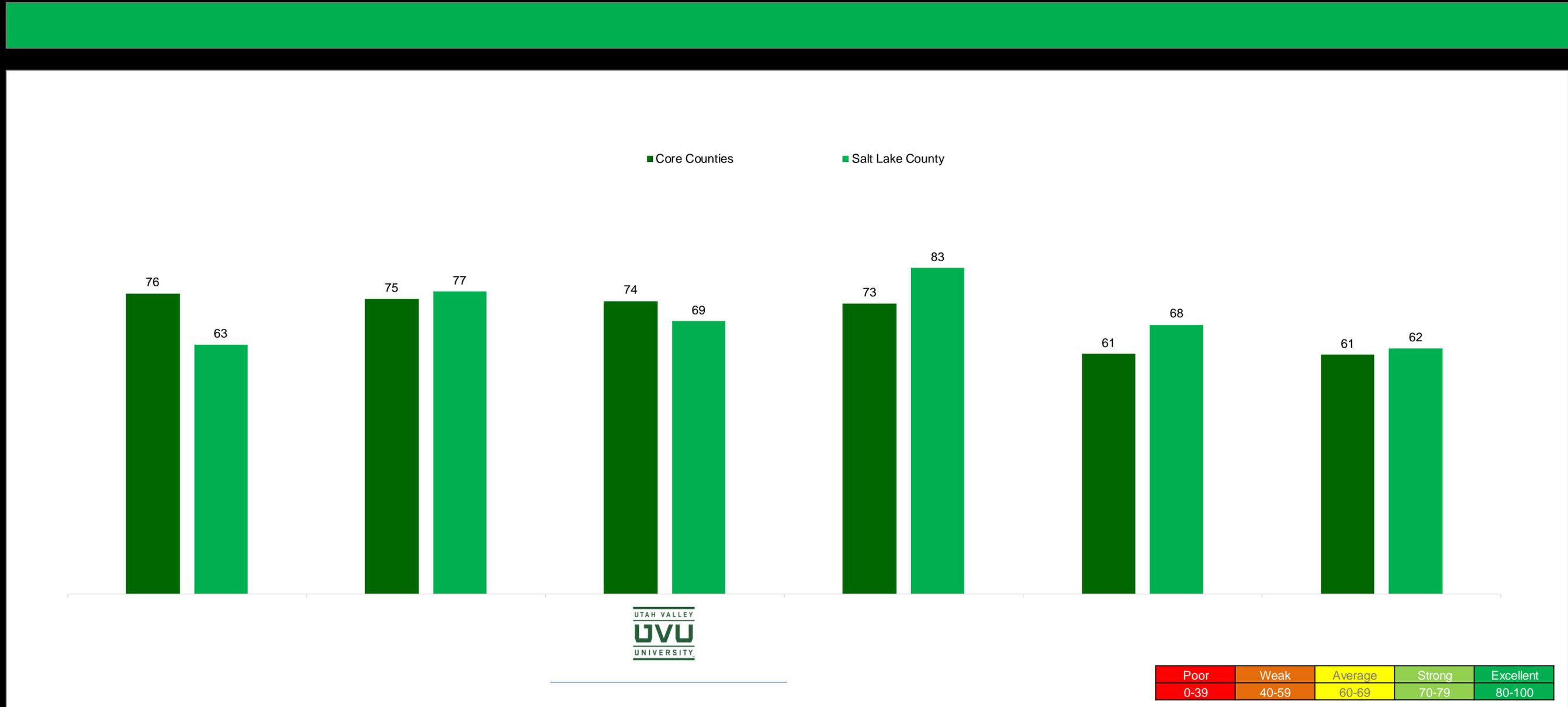
Almost 3 in 4 respondents from UVU's core counties are familiar with UVU



What the research tells us:

- Familiarity isn't as strong in Salt Lake County
- More educated and wealthier respondents are more familiar with institutions across the board

Reputation Score

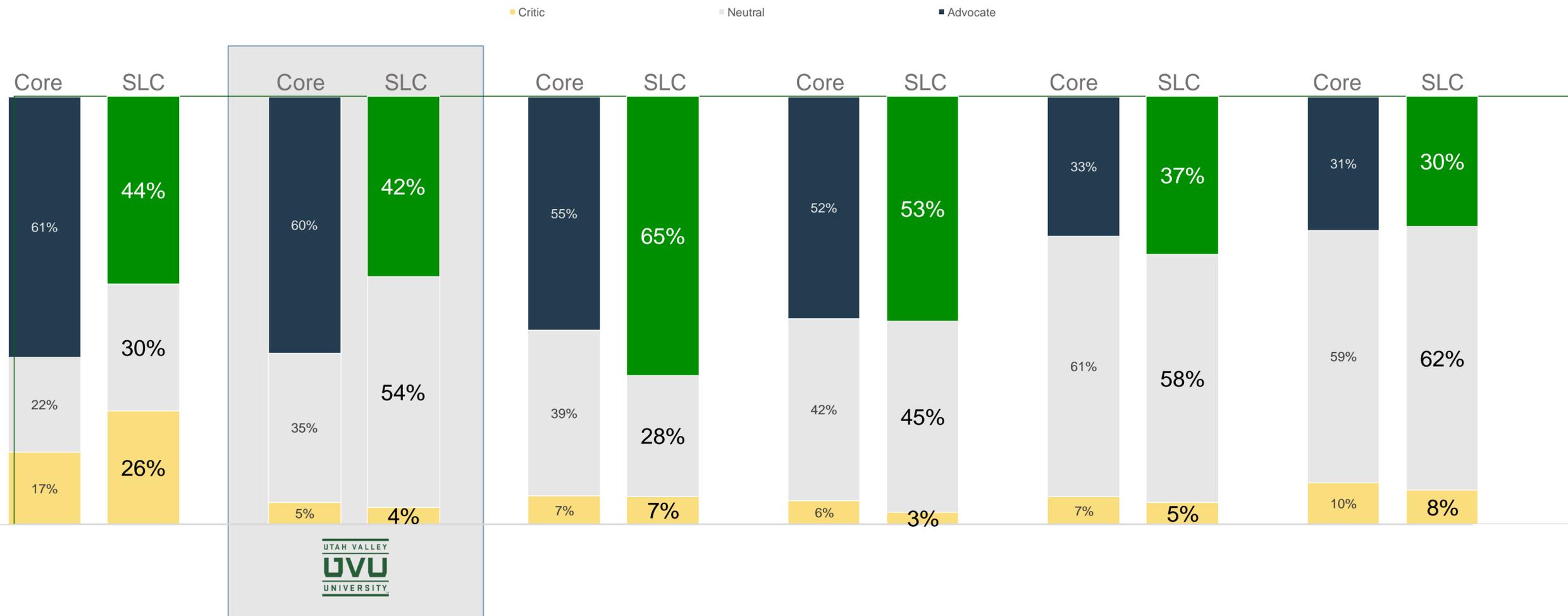


What the research tells us:

- Unfavorable sentiment toward UVU is low; most respondents who are not favorable are neutral

Advocacy

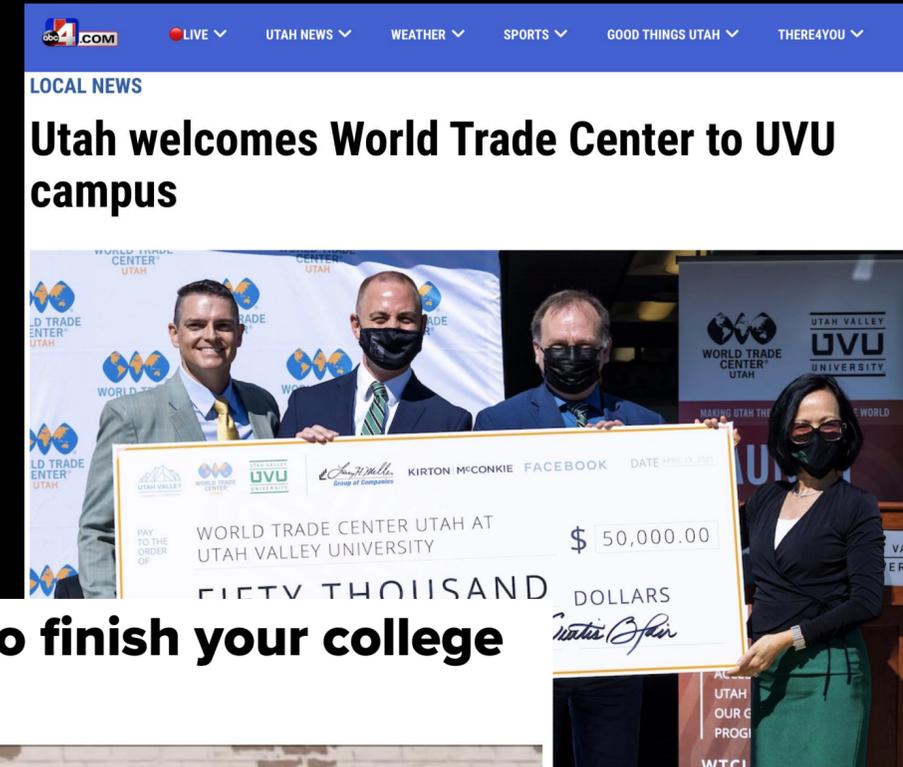
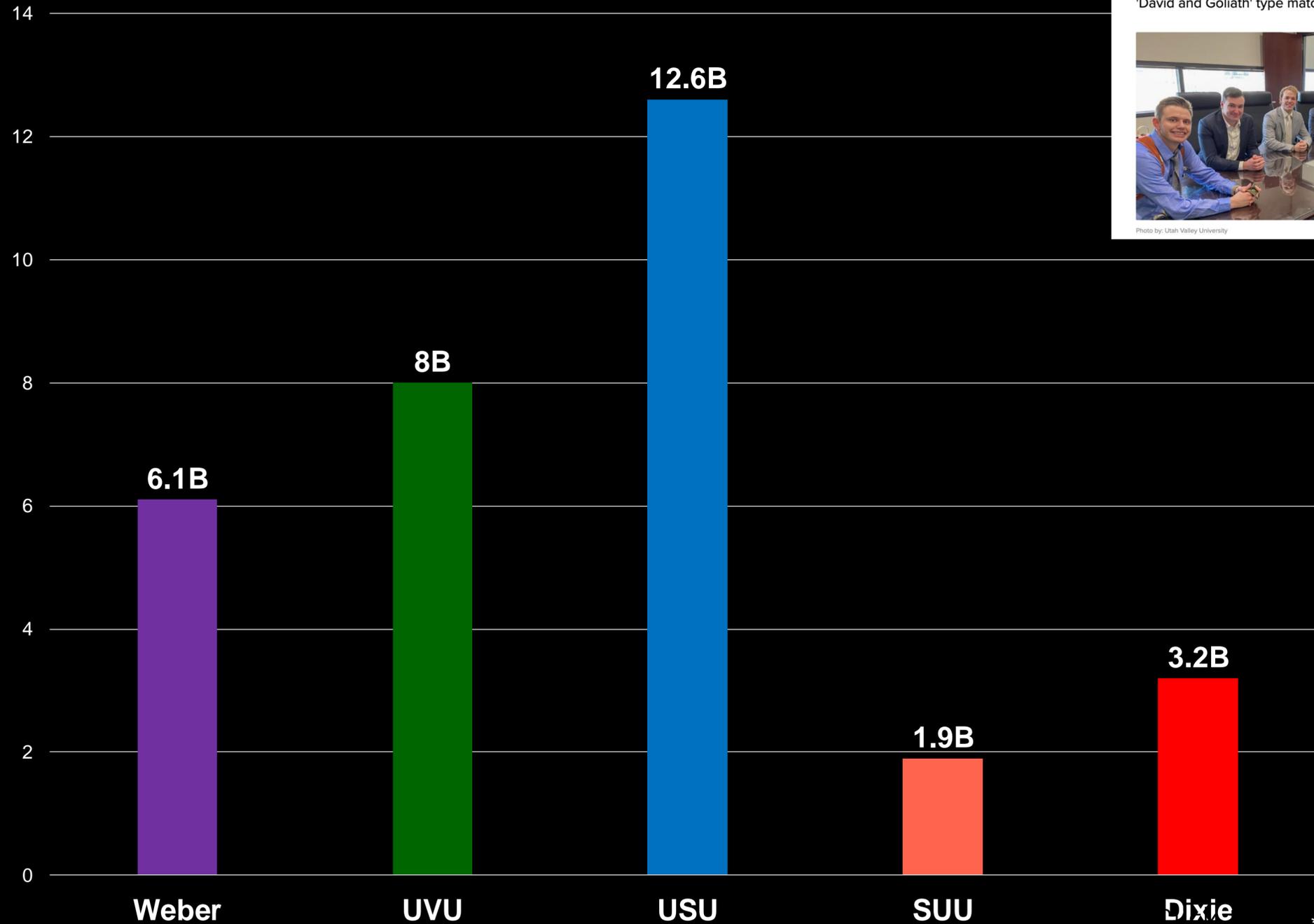
UVU has strong advocacy in the core counties



Earned Media Coverage

UVU engineering, construction, tech programs receive accreditation

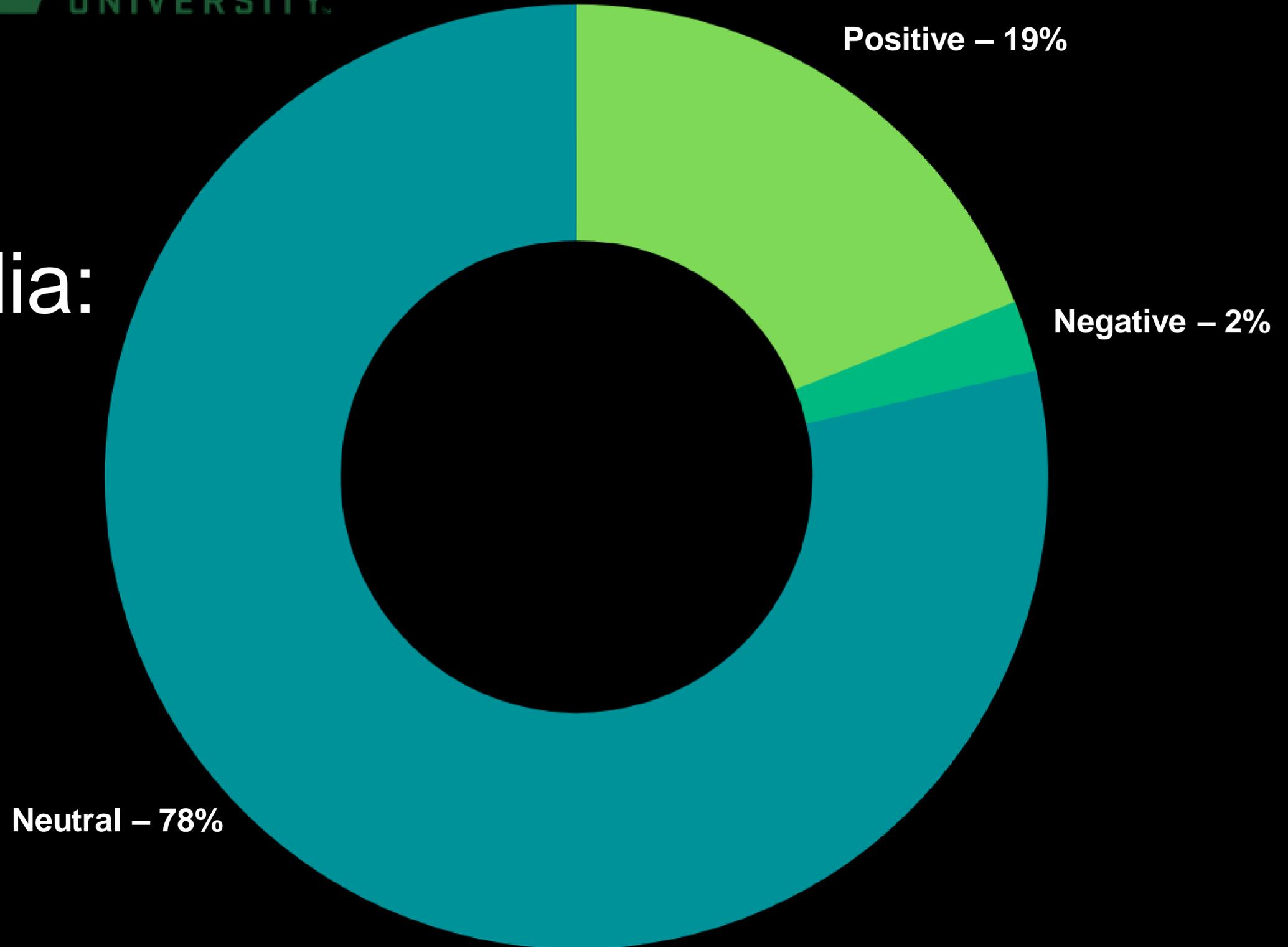
Potential Media Reach 2021



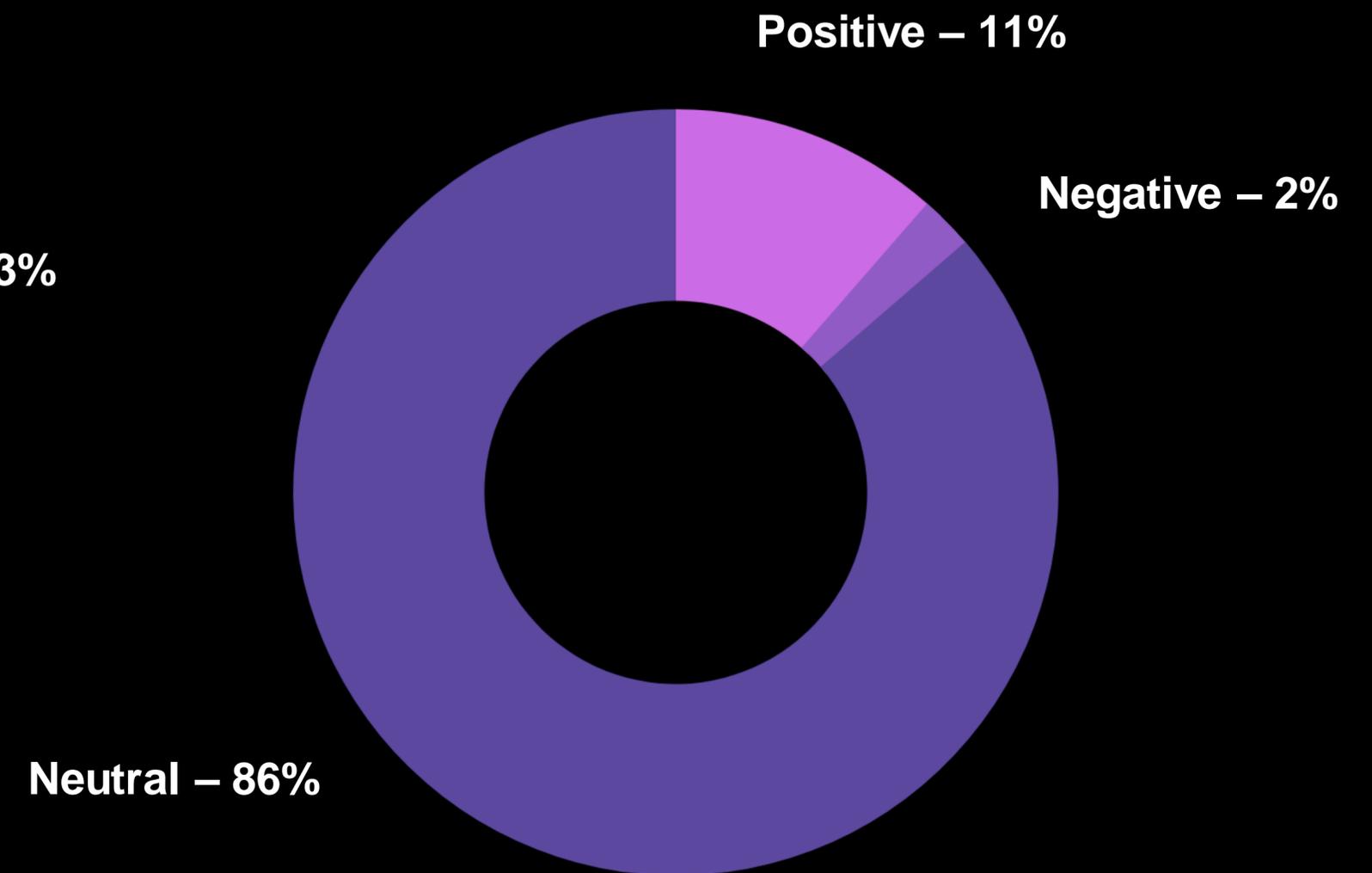
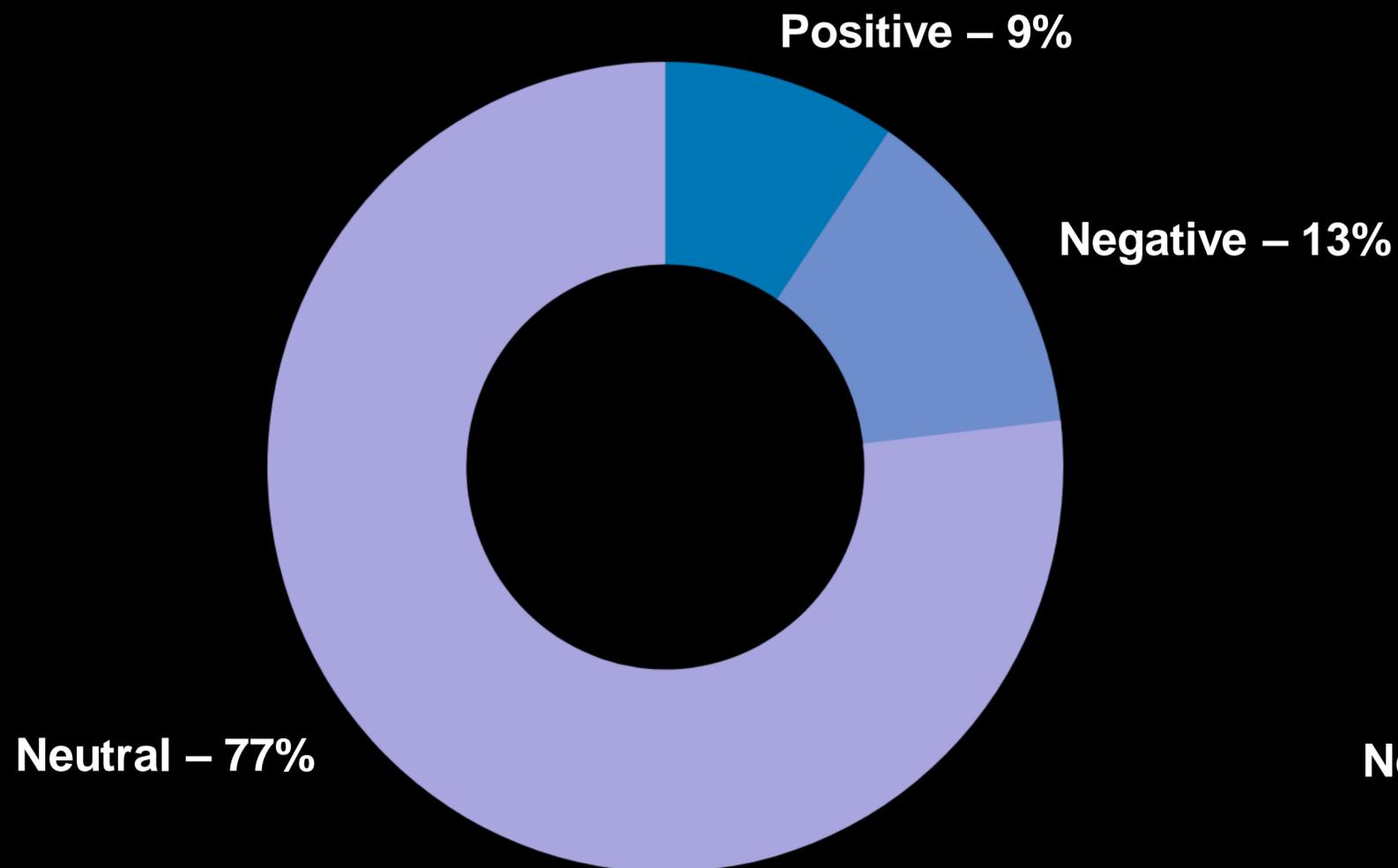
Utah Valley University Professor appears on the History Channel

*excludes U of U

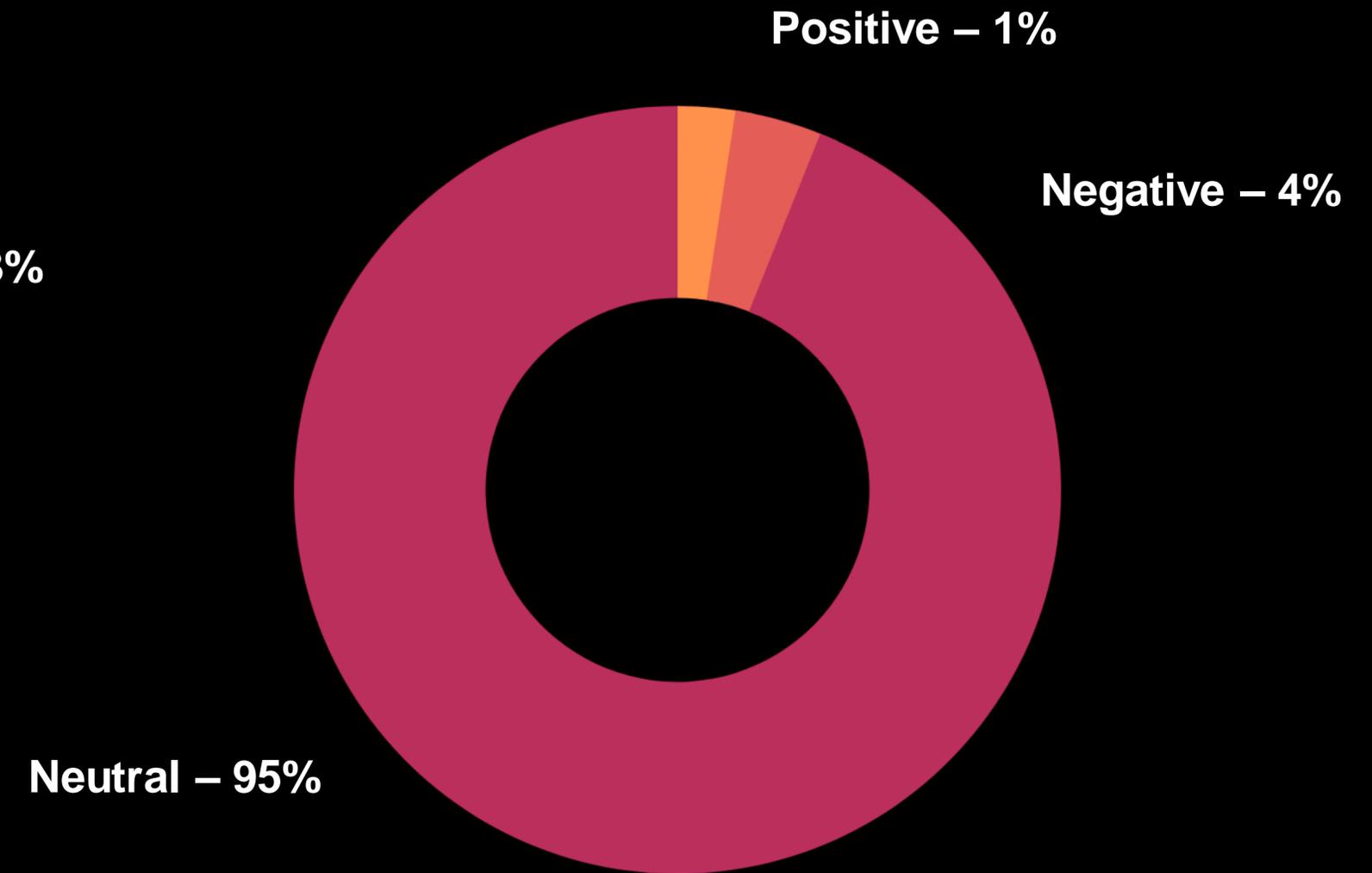
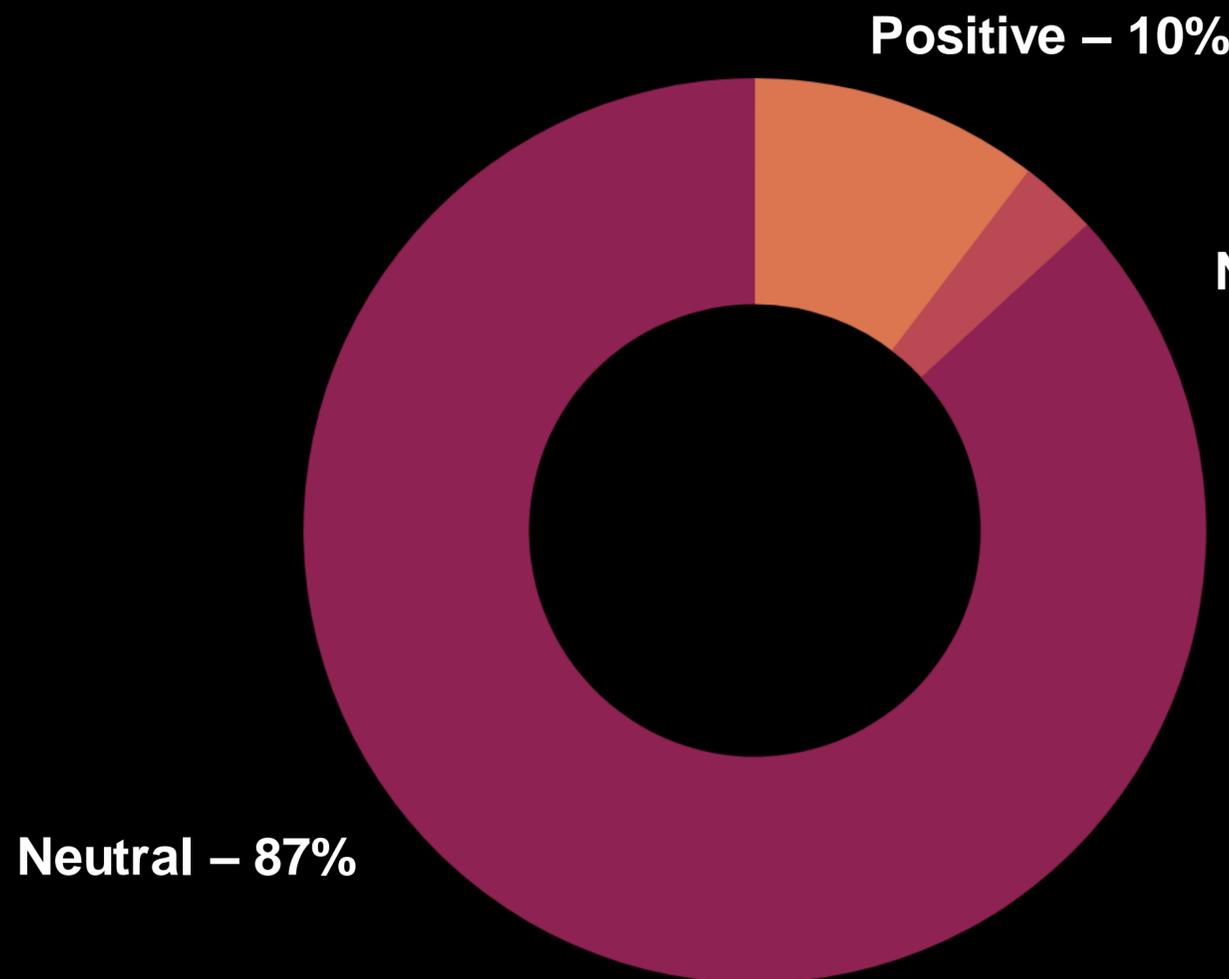
USHE Earned Media: How Does UVU Compare?



USHE Earned Media: How Does UVU Compare?



USHE Earned Media: How Does UVU Compare?



Annual Report

UTAH VALLEY UNIVERSITY
ANNUAL REPORT
2020 - 2021

RISE

<https://uvu.edu/annual-report/>

Athletics

ACHIEVE

UVU Athletics enjoyed a banner year of success.

Historic success in WAC and NCAA Championships

UVU Athletics enjoyed a banner year of success. From having two NCAA Wrestling All-Americans in the same season for the first time to women's soccer winning the school's first NCAA Tournament game, athletics had our most successful run at NCAA postseason success this year. Taylor LaMont and Demetrius Romero both earned All-American status at the NCAA Wrestling Championships, finishing fifth and sixth, respectively. Ty Smith and Cameron Hunsaker also qualified for the NCAA Wrestling Championships. Women's Soccer won the WAC regular season and tournament titles and

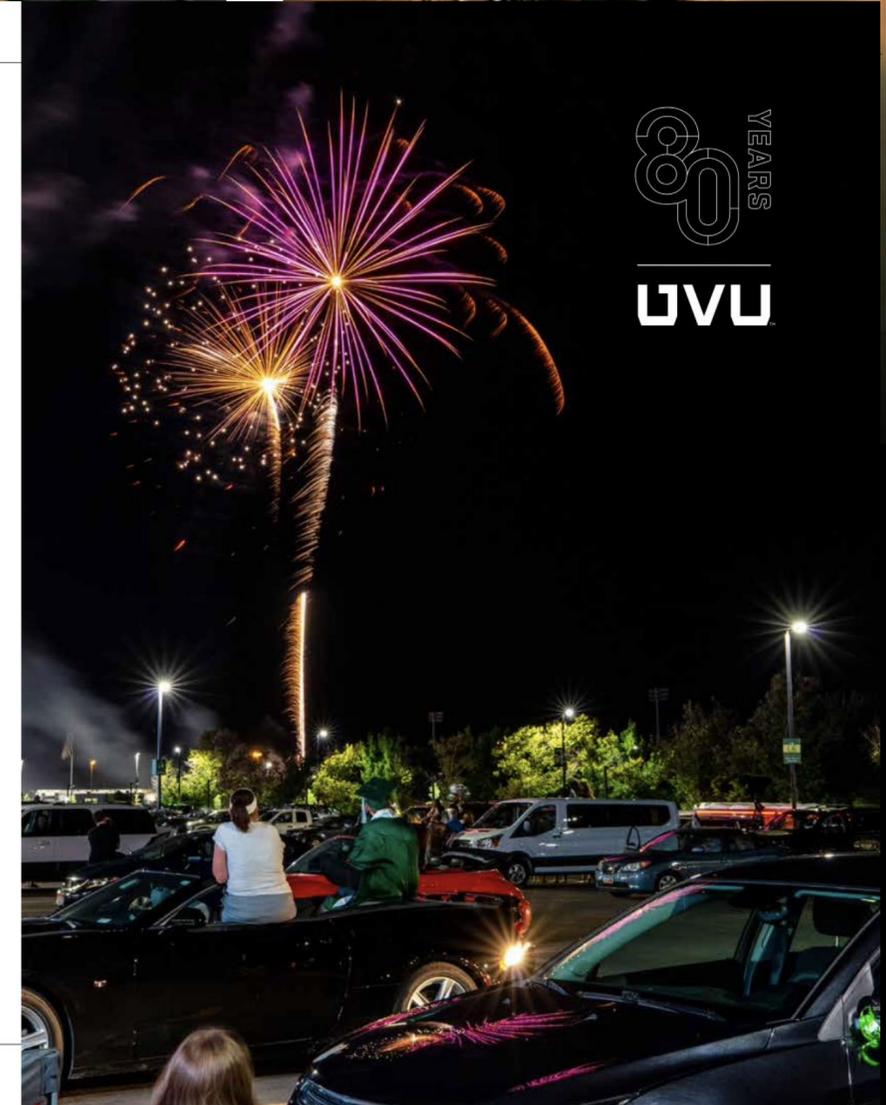


Men's and Women's Golf also saw individual champions at the WAC Championships, with Victoria Estrada becoming the program's first winner and player to compete at the NCAA Regionals. Gabe Lysen won the WAC title and became the second men's golfer to compete at regionals.

Conclusion

Rising over any challenge thanks to you

We appreciate the tremendous efforts of our campus community, which allowed us to rise to new heights during an unusual year. While the COVID-19 pandemic presented unique challenges and limitations for higher education in general, the future of Utah Valley University remains bright and is rising. With our milestone 80th anniversary in 2021, we will continue to expand our campus and offerings, creating new ways to empower students of all backgrounds to achieve their personal, academic, and professional goals. Thank you for supporting UVU!



80 YEARS
UVU



**2020-2021 Priorities:
Digital Excellence**

UVU Social Media Platform Highlights



84% increase
in engagement

117% increase
in account growth



1.6% increase
in account growth

66,411 monthly impressions



Hit a peak of 3 million
reached in Q2 '21

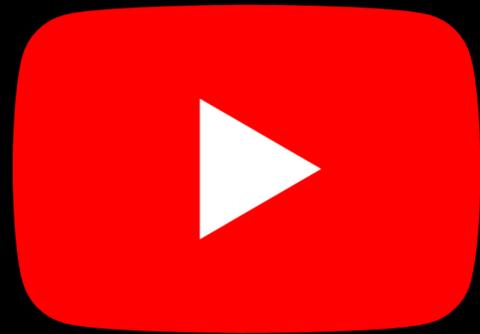
Generated steady growth in
followers in '21



7.4% increase
in account growth

5,915 increase in
followers this year

USHE Social Media: How Does UVU Compare?



#2 in number of
YouTube subscribers



#3 in number of
LinkedIn followers

YouTube

- 1) University of Utah
- 2) UVU
- 3) USU
- 4) Weber State
- 5) SUU
- 6) Dixie
- 7) Snow

Instagram

- 1) University of Utah
- 2) USU
- 3) SUU
- 4) Weber State
- 5) Dixie
- 6) UVU
- 7) Snow

Facebook

- 1) University of Utah
- 2) USU
- 3) Weber State
- 4) UVU
- 5) SUU
- 6) Dixie
- 7) Snow

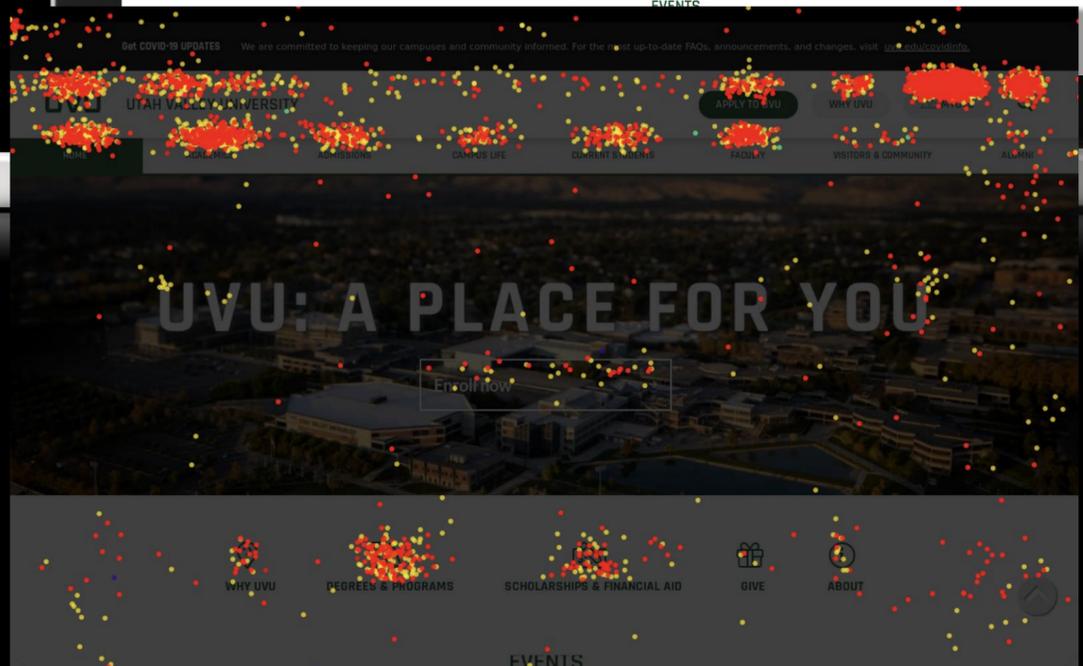
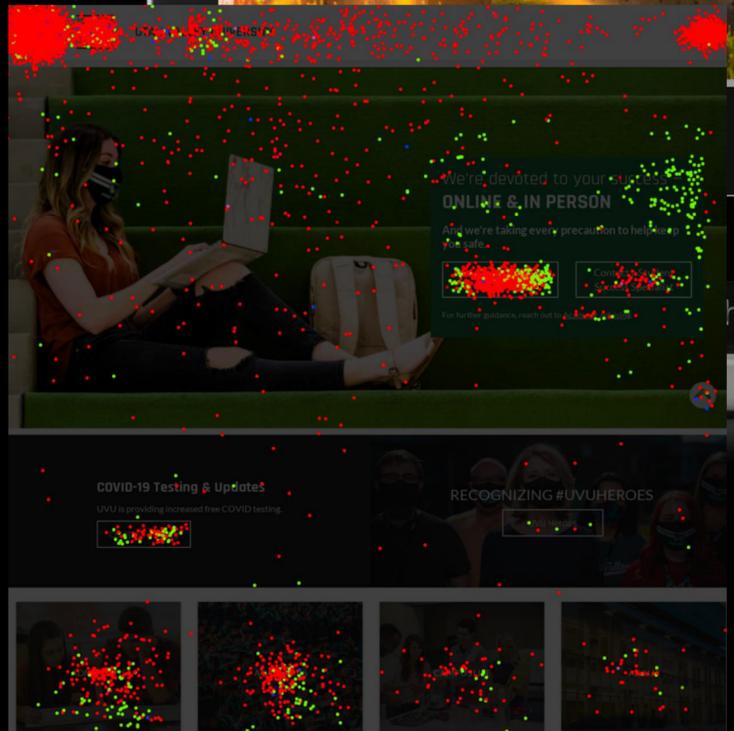
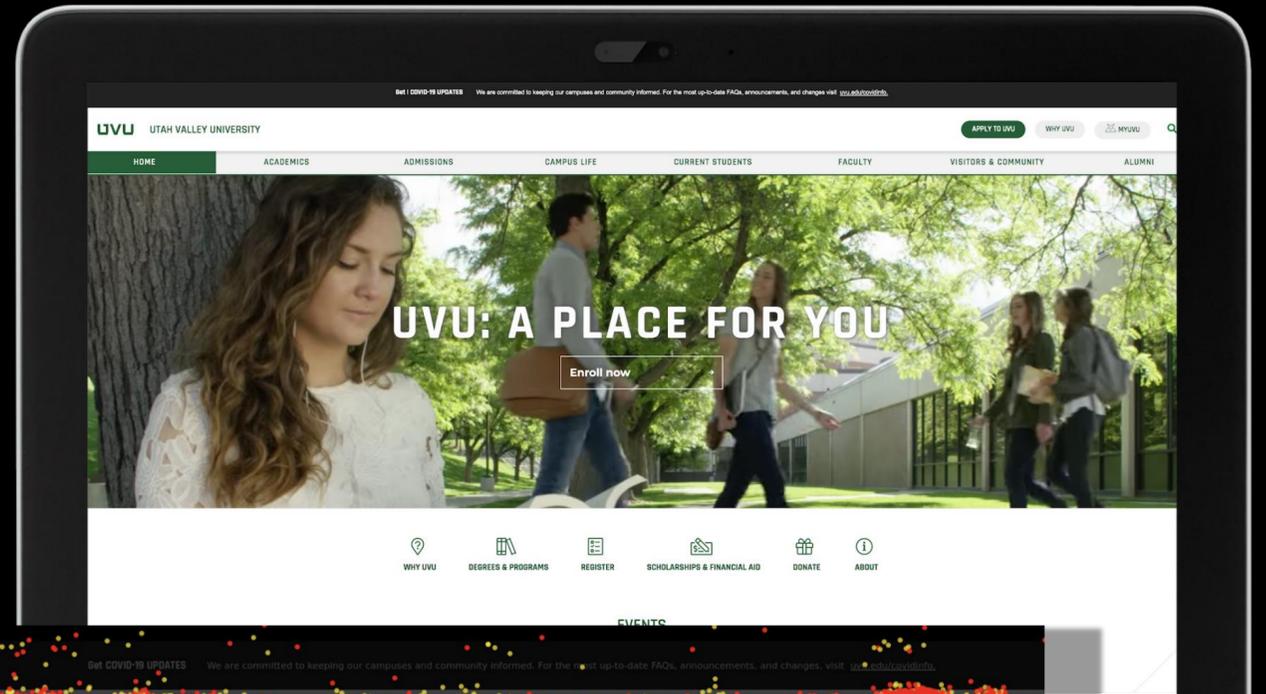
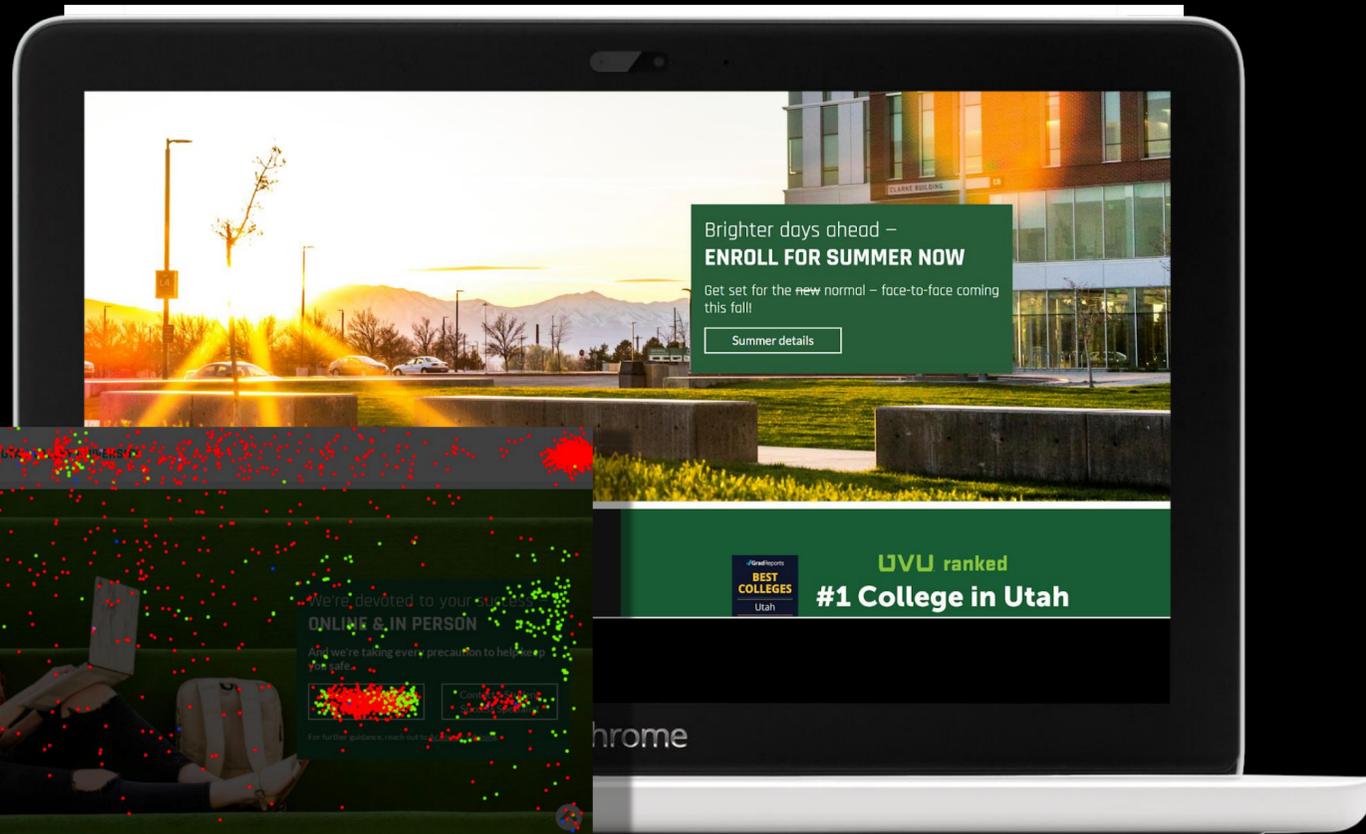
Twitter

- 1) University of Utah
- 2) USU
- 3) Weber State
- 4) UVU
- 5) Dixie
- 6) SUU
- 7) Snow

LinkedIn

- 1) University of Utah
- 2) USU
- 3) UVU
- 4) Weber State
- 5) SUU
- 6) Dixie
- 7) Snow

UVU Website



UVU Home Page and audience pages launched May 2021

In comparing YoY data (July 15 – Sept. 1, 2021, vs. July 15 – Sept. 1, 2020)

- Users increased by **45.53%**
- New users **60.56%**
- Number of sessions increased by **4.75%**

UVU Intranet

The screenshot shows the myUVU intranet interface. At the top left is the myUVU logo and a search bar. A navigation menu on the left lists categories: HOME, STUDENTS, EMPLOYEES (selected), Banner Services, Human Resources, Payroll and Time Clock, Purchasing and Travel, Campus Services, Technology Services and Support, Budgets and Financials, Helping Students, Helping Faculty, and Data, Reports, & Analytics. The main content area features a large banner with the text "Welcome, Barb" and a background image of a modern building. Below the banner are three navigation tabs: Directory, Outlook, and Employee Development. The content is divided into three columns: "Staff Midyear Check-In" with a silhouette image and text about the check-in process; "COVID-19 UPDATES FOR FALL SEMESTER 2021" with an image of a green building; and "Thank You Thursday" with an image of kayakers and text honoring the OAC team.

The screenshot displays the Relecloud intranet on a desktop monitor and a mobile phone. The desktop view features a teal header with the Relecloud logo and navigation links: Home, Who we are, What's happening, Find it, News, and My SharePoint. The main content area includes a large hero image of a man in a blue polo shirt with the text "Launching new product innovation, developed in partnership with the disability community". To the right, there are smaller images with captions: "Giving back: it feels good to do good", "Relecloud Mark 8: See the world through a whole new perspective", and "Update to Washington Drone Laws". Below this is a "Company feed" with four posts: "Helping customers enable remote work with speed and security", "Effectively manage your employee's concerns when returning to work", "Celebrating our employees with disabilities", and "Virtual reality: the industry advantage". A Windows taskbar is visible at the bottom.

The mobile phone view shows the Relecloud app interface. At the top is the time 8:14 and the Relecloud logo. Below is a search bar and navigation tabs: Dashboard (selected), Feed, and Resources. The dashboard contains several cards: "Health check" with a "Complete daily before showing up to work" button; "COVID updates" with a "Stage 2 Mandatory WFH. Employee updates and resources" card; "Rewards" with a "Feb 15, 2021 The next vesting date" card; "Tasks" with a "1 due today Complete daily before showing up to work" card; "Time off" with a "15 days Paid time off available" card; and "Ask leadership" with an "Ask your leadership team a question" card. A bottom navigation bar includes icons for Relecloud, Activity, Chat, Teams, and More.



**2020-2021 Priorities:
Disruptive Marketing Campaigns**

Digital & Traditional Advertising



DIGITAL BILLBOARDS

Total impressions: 5,310,572
559 impressions per dollar



TRADITIONAL BILLBOARDS

Total impressions: 53,290,440
CPM (Cost per 1,000 impressions): \$1.29



TRANSIT

Monthly impressions: 1,962,000
CPM (Cost per 1,000 impressions): \$2.12
Coverage includes 12 busses (6 in UC and 6 in SLC)

Campus Advertising

WE SAVED
A SEAT
FOR YOU

UVU



WE SAVED A
SEAT FOR YOU
AT THE GAME



uvu.edu

80 YEARS

gouvu.com
UVU

80 YEARS

UVU

WE SAVED A
SEAT FOR YOU
IN CLASS & ONLINE

Register Now



80 YEARS

UVU



INCLUDE | ENGAGE | ACHIEVE

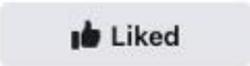
Social Media / Digital Marketing



UVU 
@UtahValleyUniversity · College & University

 Send Message

Hi! Please let us know how we can help.

 Liked  

VIDEO



GOOGLE DISPLAY ADS



Experiential Marketing

FIRST DAY OF SCHOOL CELEBRATION



HOMECOMING BIRTHDAY PARTY





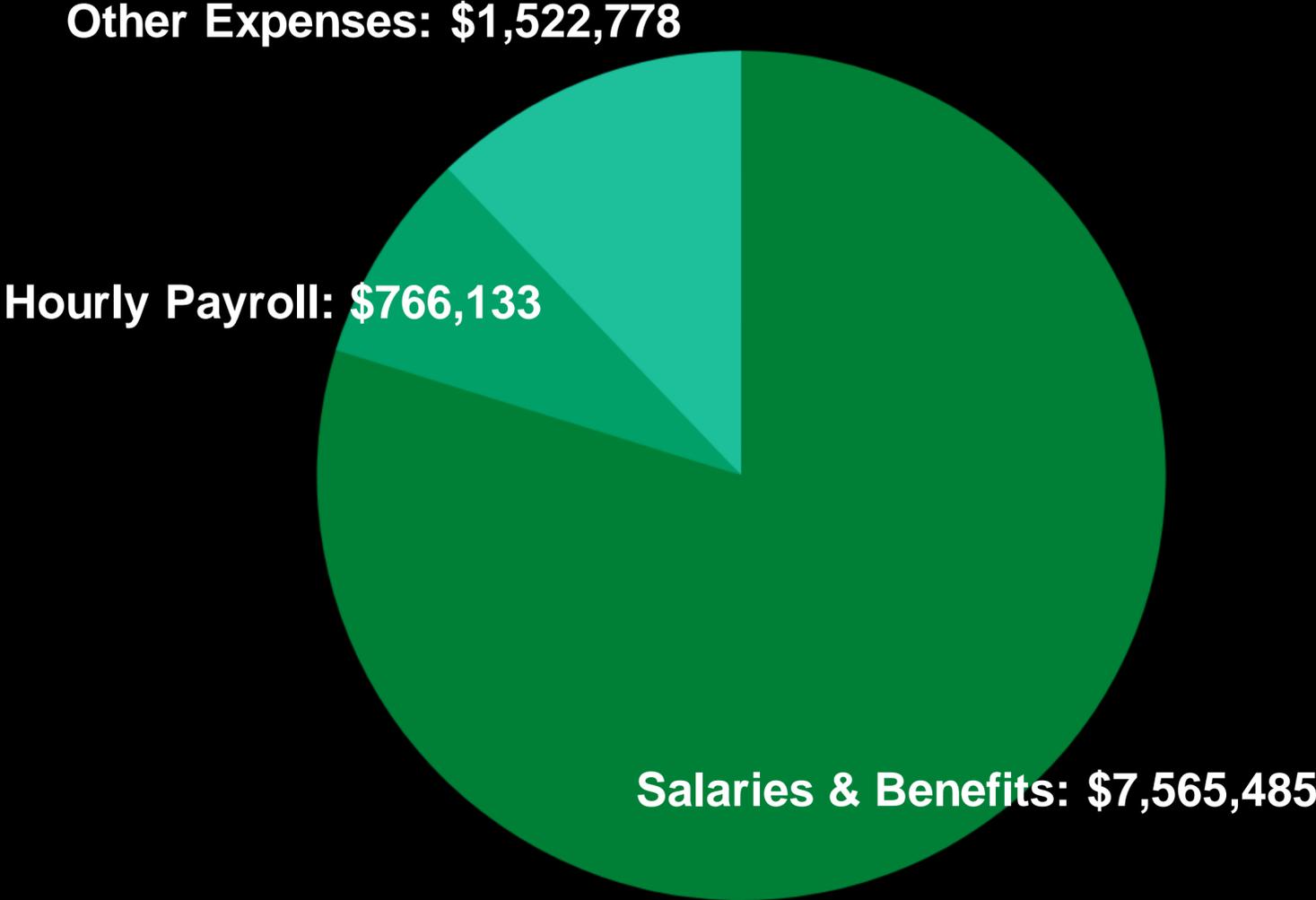
**2020-2021 Priorities:
High-Performing Organizations**

2020-2021
BUDGET &
RESOURCE
ALLOCATION

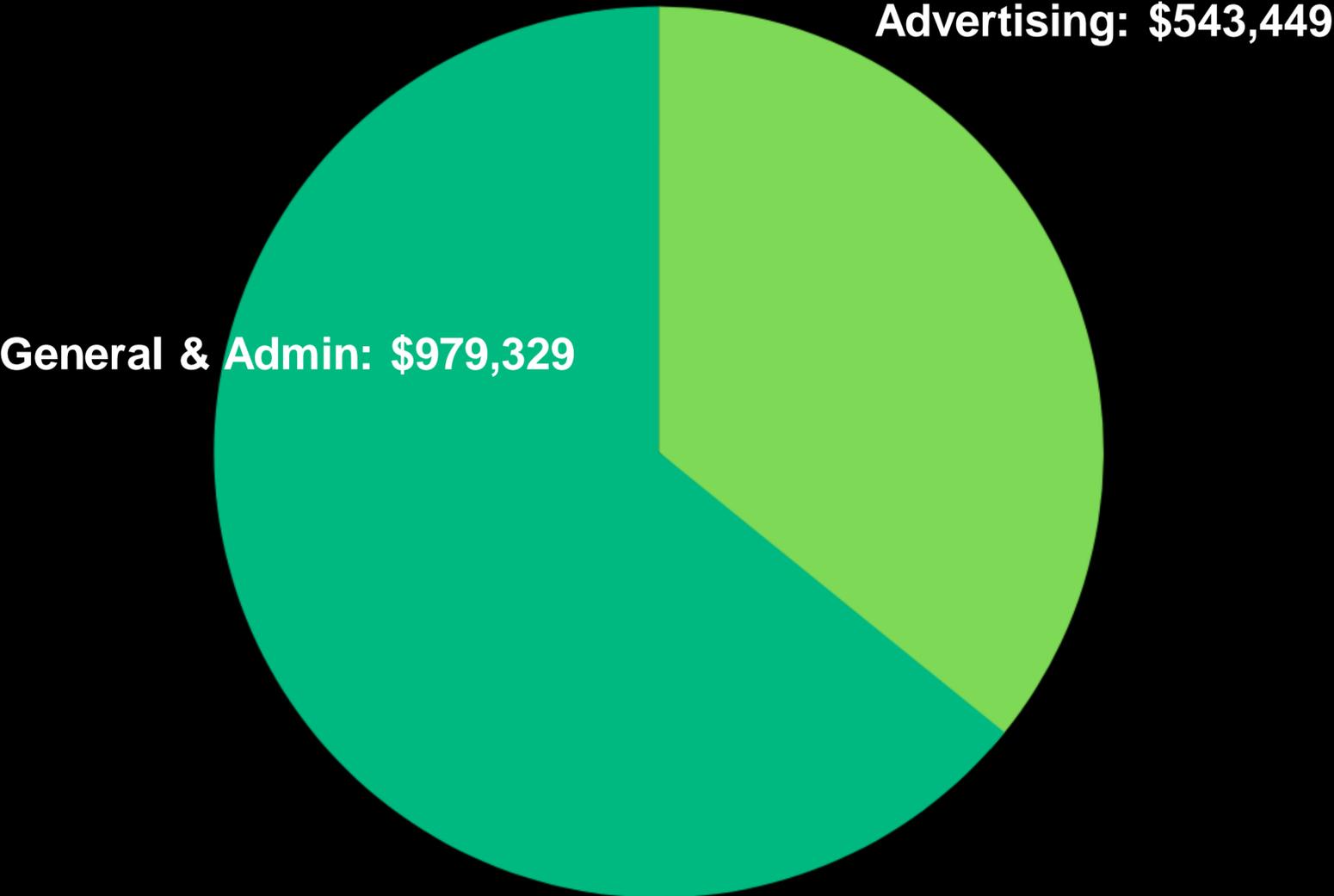


2020-21 Marketing & Communications Budget

Marketing & Communications



Advertising vs. Total G&A



Marketing & Communications Resources

CREATIVE SERVICES BY EXECUTIVE DIVISION

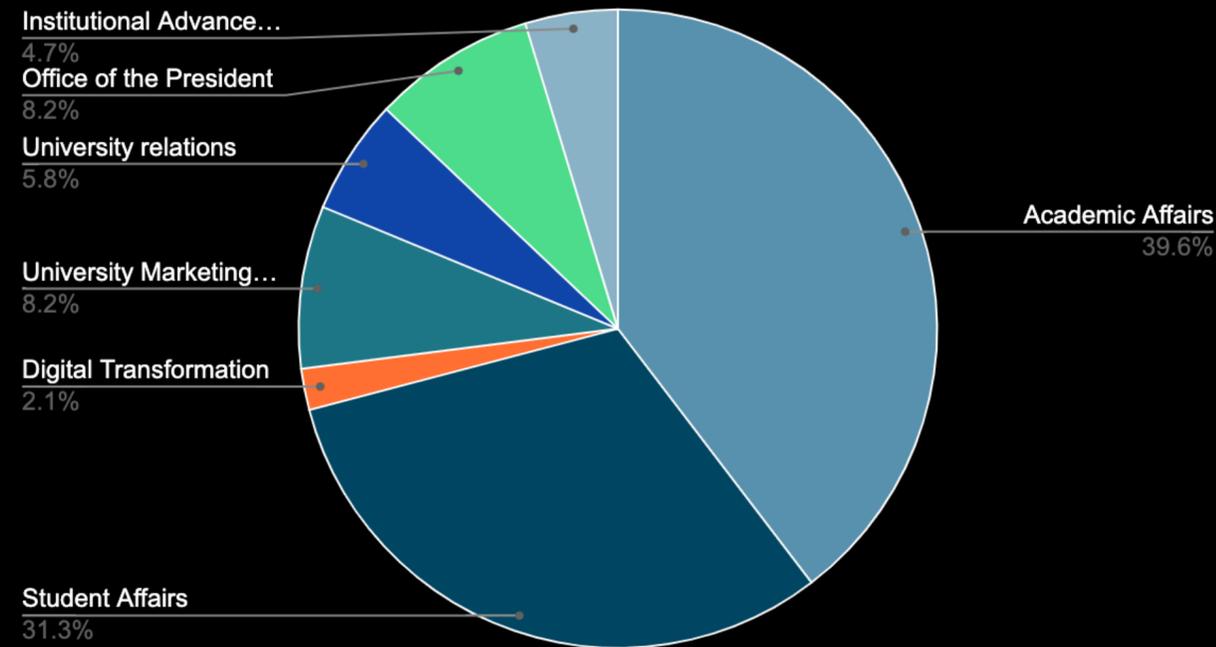
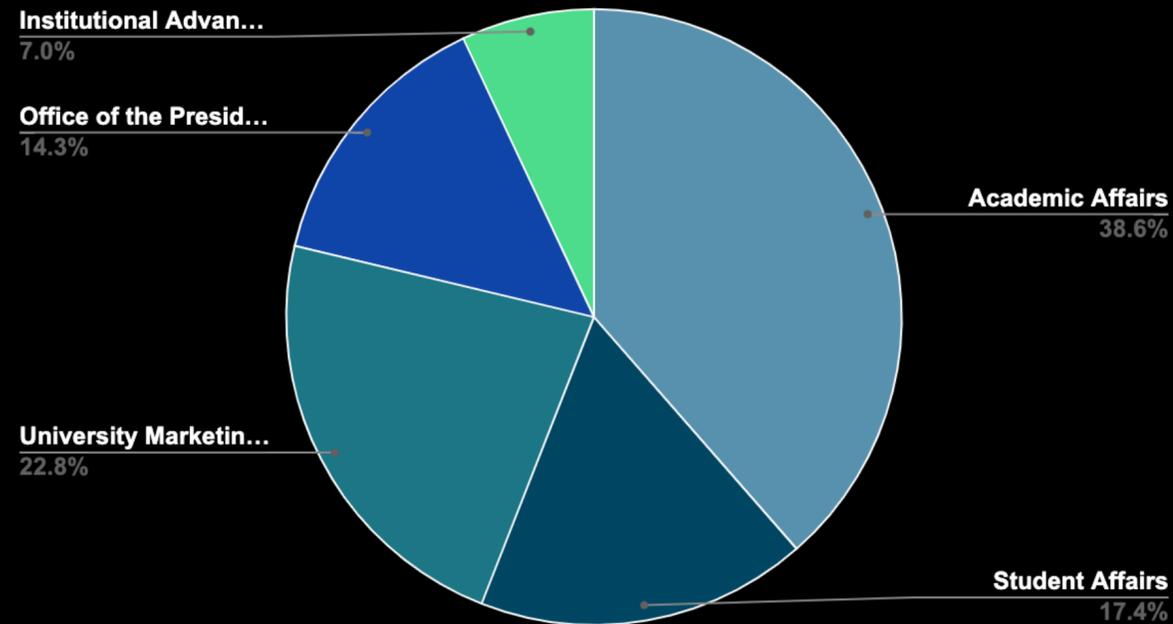
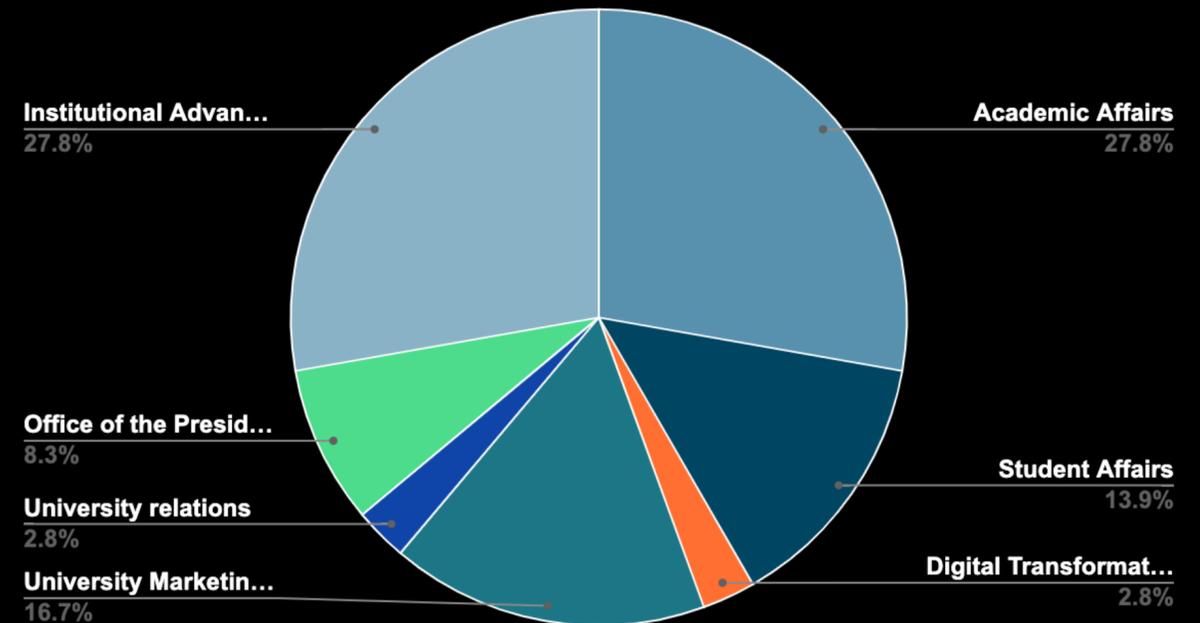


PHOTO BY EXECUTIVE DIVISION



STUDIOS & BROADCAST BY EXECUTIVE DIVISION





**2020-2021 Priorities:
High-Performing Organizations**

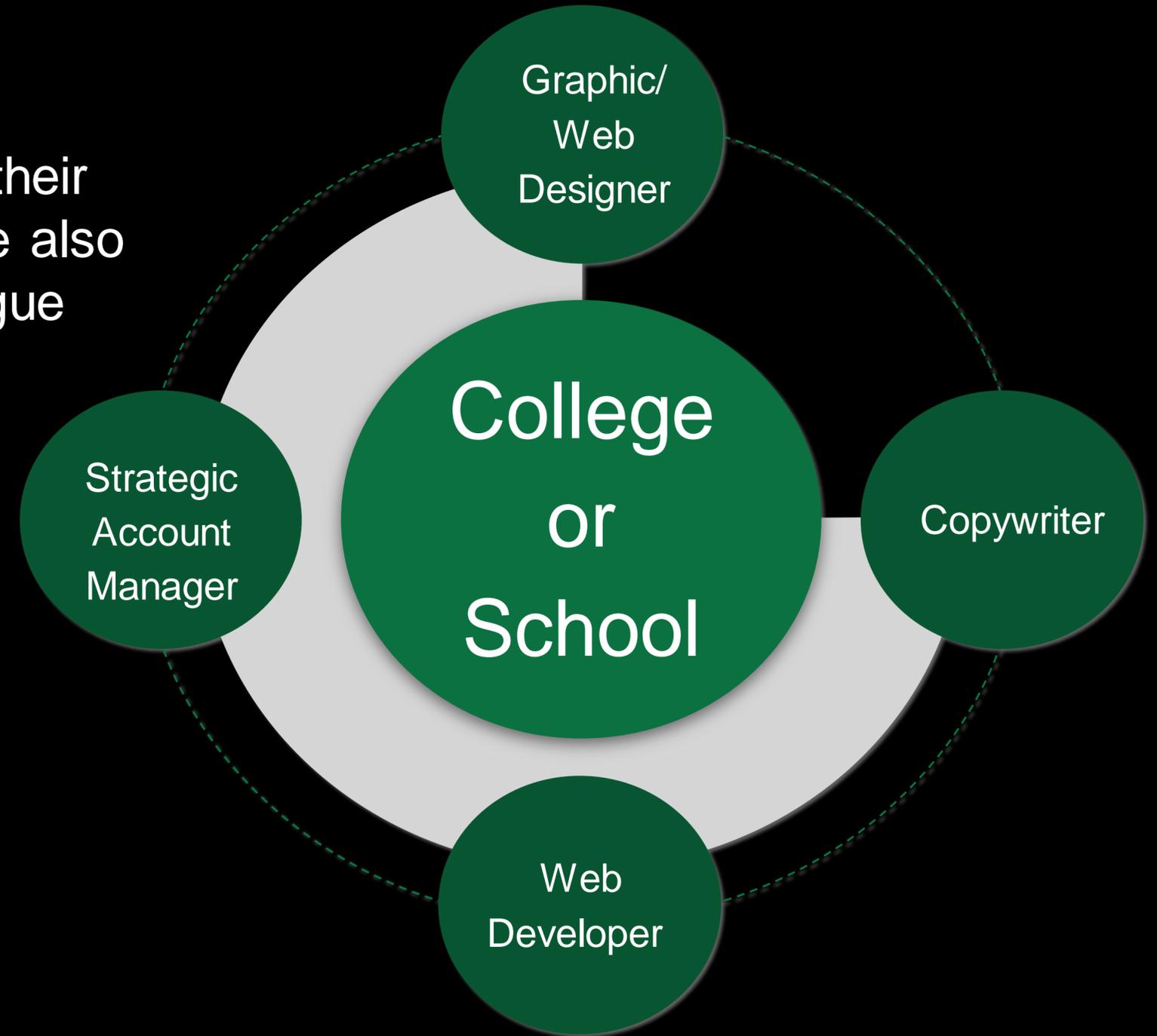
COMPLETING THE PODS



Why PODS?

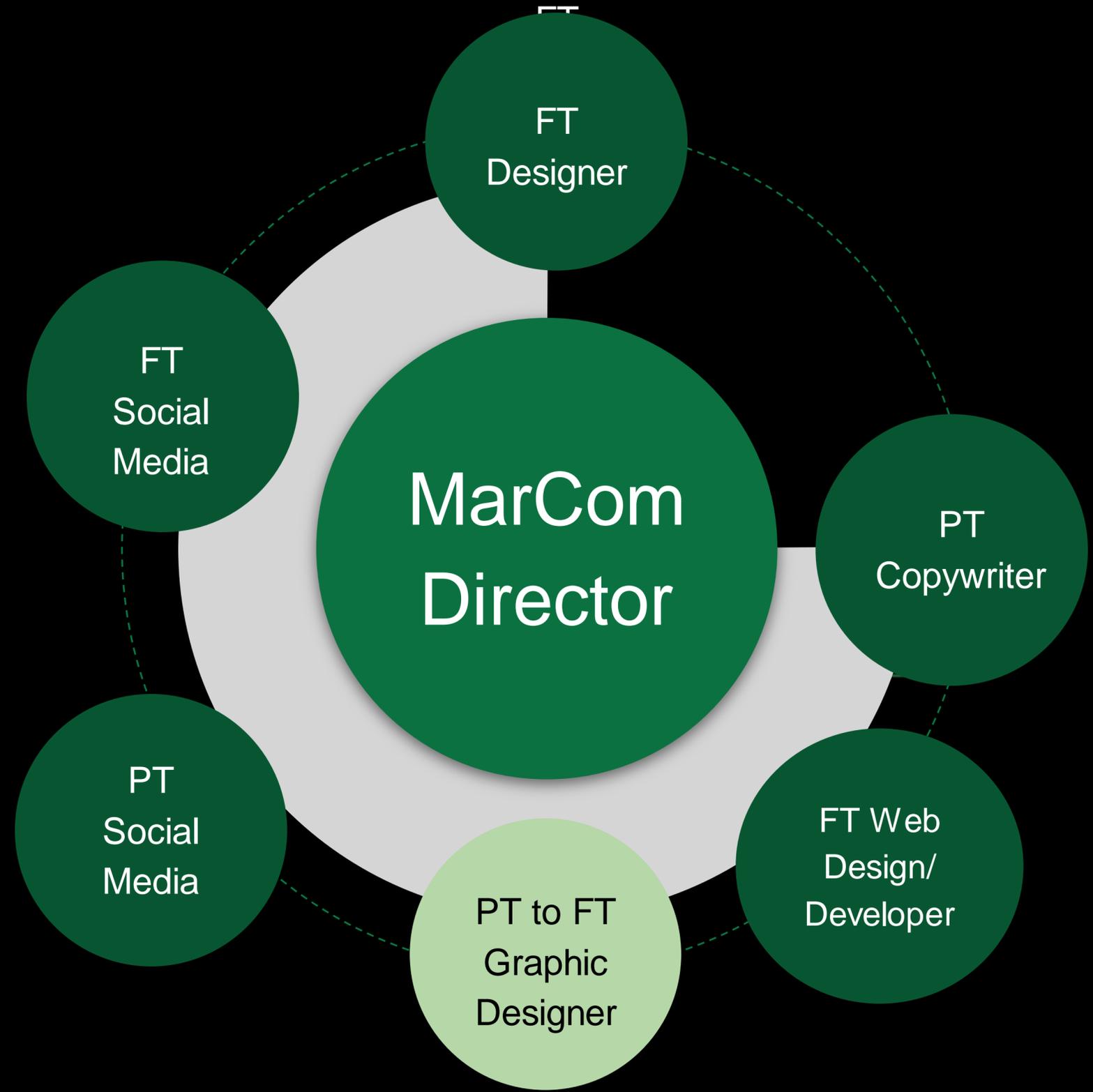
Employees who acted collaboratively stuck at their tasks 64% longer than their solitary peers while also reporting higher engagement levels, lower fatigue levels, and higher success rates.

– Forbes



ACADEMIC AFFAIRS COLLEGES & SCHOOLS

- WSB
- SOA
- COS
- CHSS
- SOE
- CHPS
- CET
- UC



* CURRENT COED TEAM

Completing the PODS: Academic Affairs

Reallocated from existing University

MarCom positions:

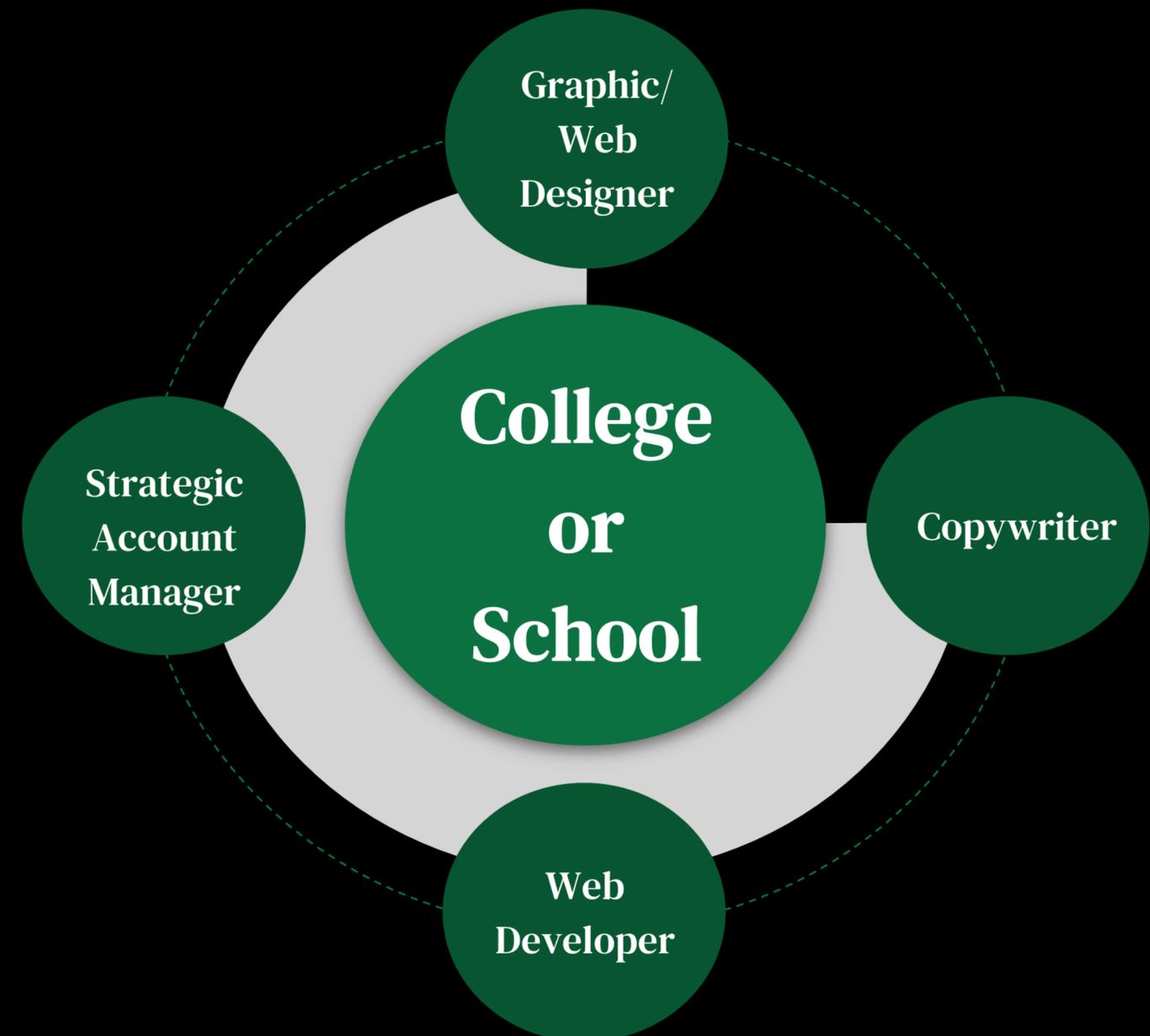
- PT Designer (AA)
- PT Designer (CHPS)
- PT Designer (CET)
- PT Writer (COS)
- MarCom Manager (UC)
- PT Writer (UC)
- PT Writer (SOA)
- PT Coord (SOA)

Engaged Learning for Students:

- PT Social (SOE, CHPS, CET, WSB, COS)

PBA Requests:

- PT to FT Designer (AA)
- FT MarCom Manager (COS)

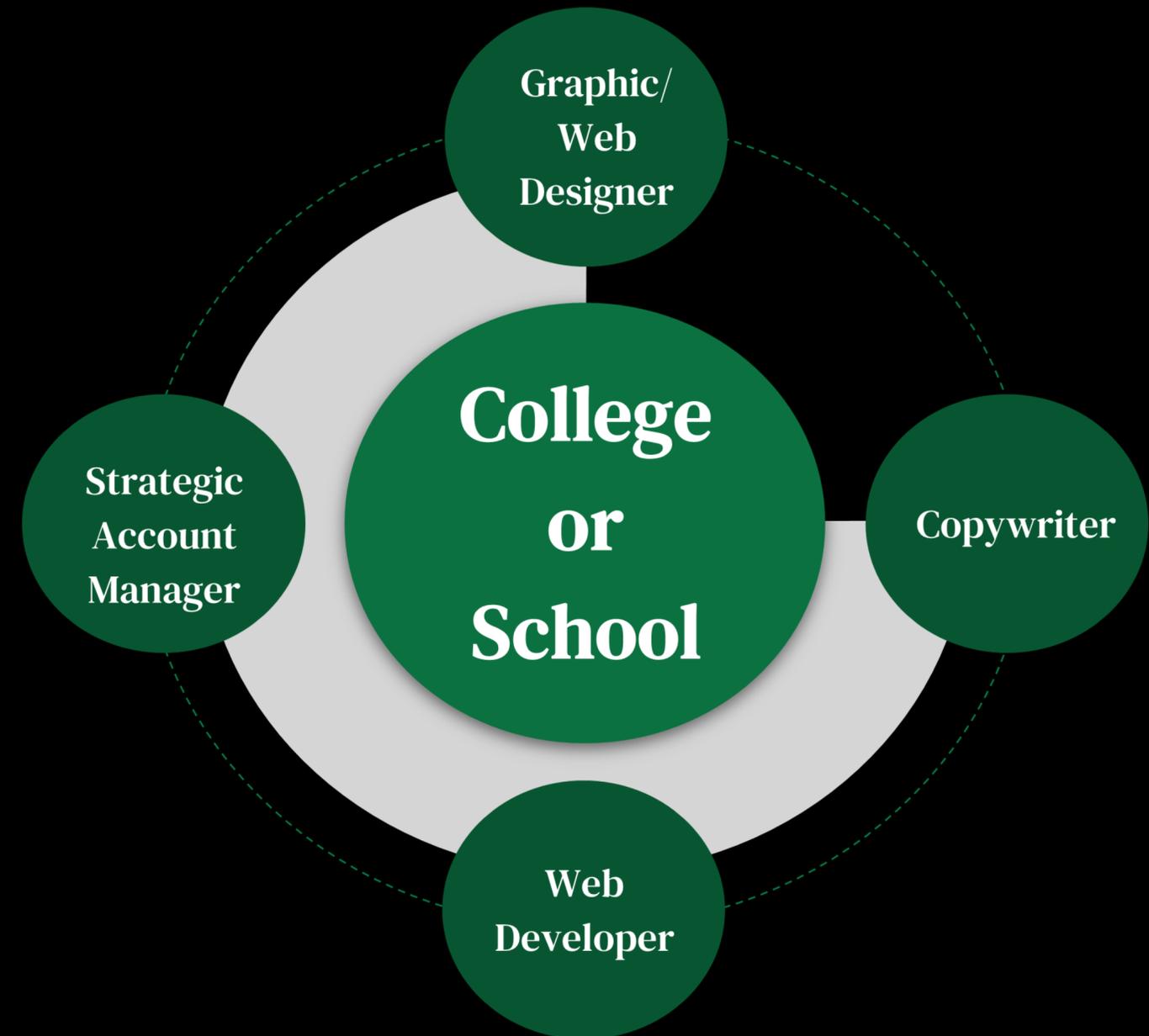


Completing the PODS: Divisions

PBA Requests:

FT Designer (Athletics)

FT Designer (Students Affairs)



Adding More Value

Project management system for all University
MarCom

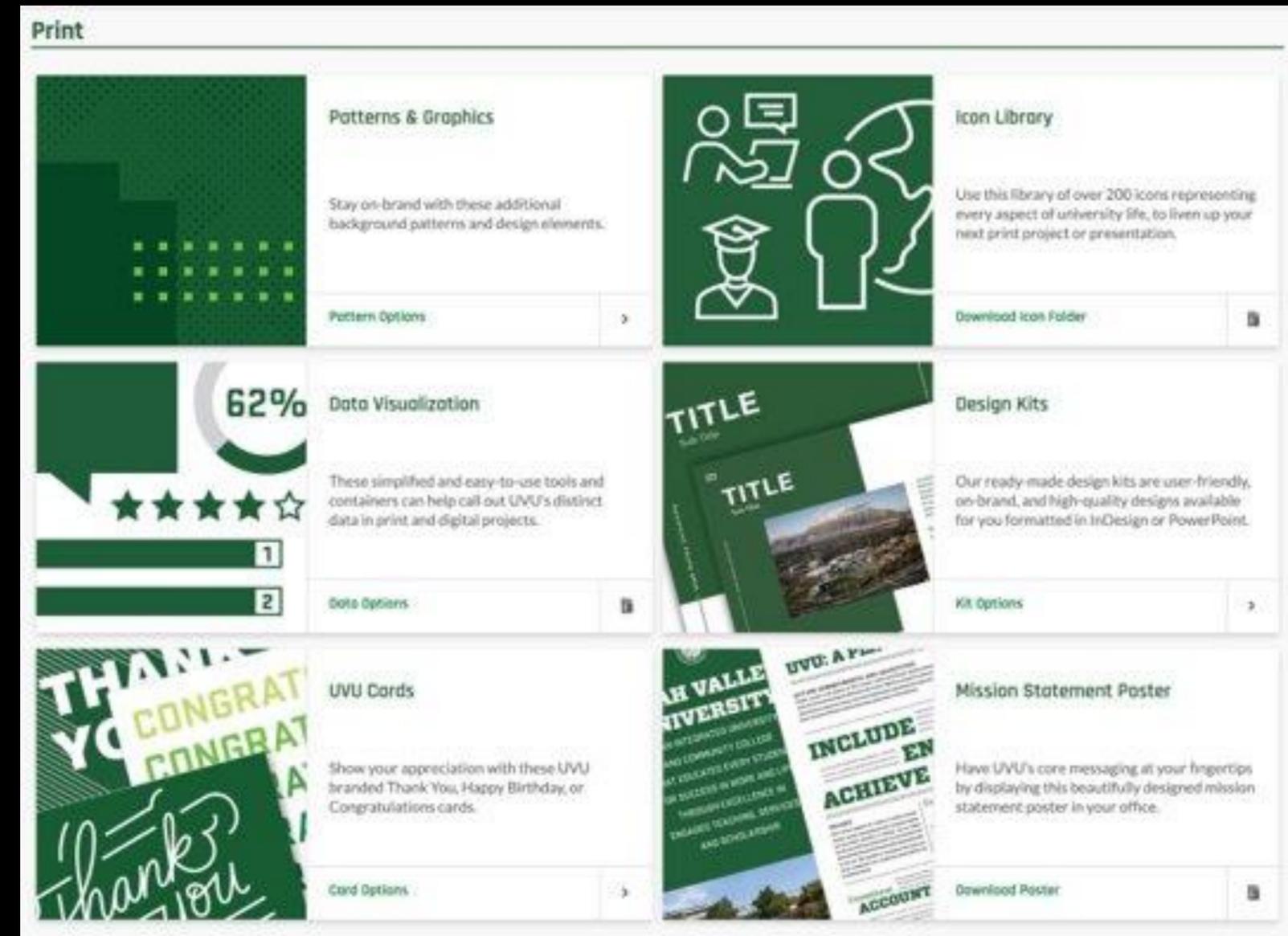
UVU Canva Account (social media and design)

Design templates

Social media analytics and mentorship

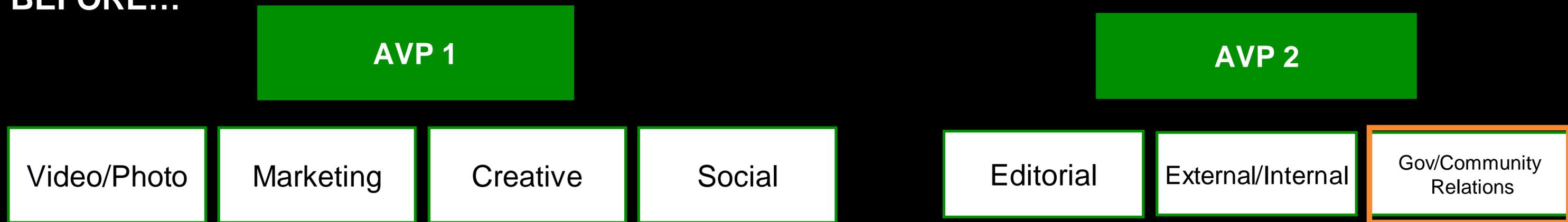
Design training and support

Writing support and training (SEO optimization)

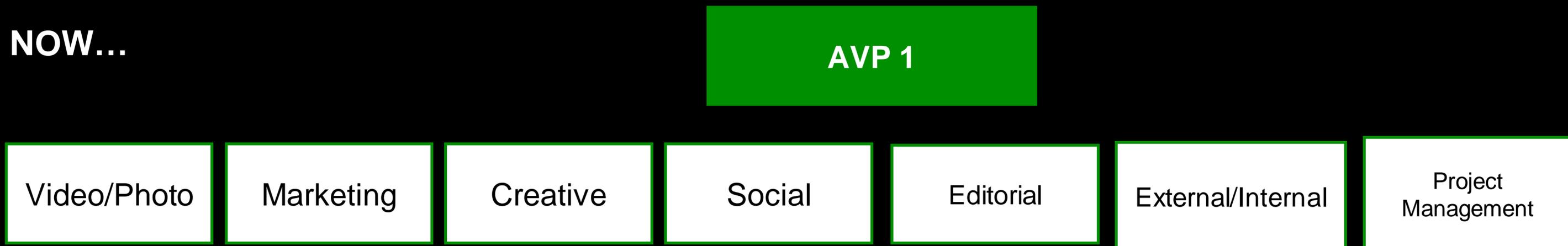


Building for the Future

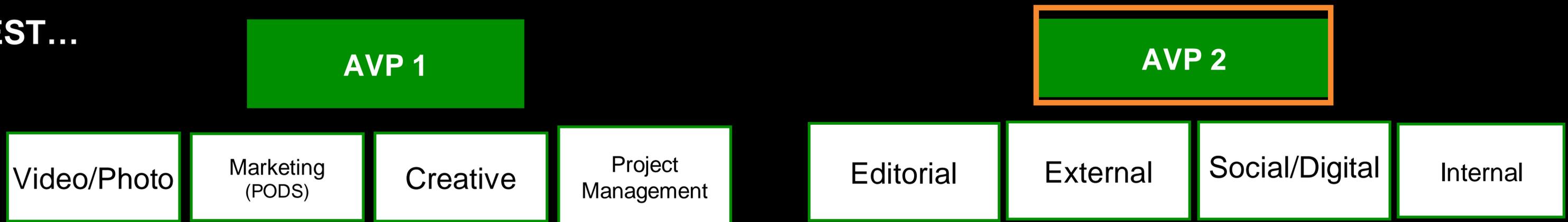
BEFORE...



NOW...



REQUEST...



Summary of PBA Requests

PBA REQUESTS: ONGOING

POD SYSTEM COSTS

AVP of Strategic Communications Management	\$161,000
Marketing Communications Manager for the College of Science	\$89,000
Two full-time designers and another designer position going to FT from PT	\$217,500
One full-time writer and one part-time writer that goes to full time	\$135,000

PBA REQUESTS: ONE-TIME

ENGAGED LEARNING PILOT PROGRAM

5 students/20 hours a week for two semesters	\$60,000
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MARKETING CAMPAIGN & DIGITAL OUTREACH	\$300,000
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TOTAL	\$962,000
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THANK YOU

