



**UTAH VALLEY  
UNIVERSITY**

**UVU**





**GVU**<sup>TM</sup>

**A PLACE FOR YOU**

**MARCOM PBA 2022-2023**

# MARCOM PBA

**2022-2023**

SECTION 1

2022-23 PRIORITIES

SECTION 2

ACCOUNTABILITIES

SECTION 3

PRIORITIES & PLANS

SECTION 4

COMPETITIVE LANDSCAPE

SECTION 5

RESOURCE ALLOCATION

SECTION 6

RESOURCE REQUEST



SECTION 1

**PRIORITIES**



# PRIORITIES

2022-2023



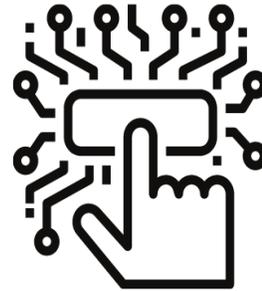
## Brand Reputation and Advocacy

Increase Brand Equity and Advocacy (particularly for Enrollment and Donations)



## Compelling Storytelling

Continue to Build Message Alignment



## Digital Excellence

Continue to Build Digital Alignment



## Effective POD Structure & Operational Efficiency

Ensure Successful POD Implementation and High-functioning processes and people

# THE IMPACT OF ADVOCACY



itsjamesseo · Original audio



SECTION 3

**ACCOUNTABILITIES**



# **2021 – 2022 PBA REQUEST**

- 1. MARCOM POD SUPPORT**
- 2. DIGITAL MARKETING & ENROLLMENT**
- 3. ENGAGED LEARNING PILOT – SOCIAL MEDIA INTERNS**
- 4. COMMUNICATIONS AVP**

# COLLEGES & SCHOOLS MARCOM



SOA  
**ERIKA STONE**  
FT MarCom Manager  
FT Designer  
PT Writer  
PT Designer  
PT Designer  
[Marcom Plan](#)



SOE  
**ALLIE STRATTON**  
[PT Social](#)  
PT Writer  
[Marcom Plan](#)



CHSS  
**CANDIDA JOHNSON**  
PT Designer  
PT Writer  
[PT Social](#)  
[Marcom Plan](#)



CET  
**JOSH BERNDT**  
Student Pod – PILOT  
[Marcom Plan](#)



COS  
**CHRIS GONZALEZ**  
[Marcom Plan](#)



WSB  
**BONNIE MORTENSEN**  
Digital Marketing Manager  
Student Pod – PILOT



CHPS  
**TROY PATTEE**  
PT Specialist - Health  
PT Specialist – Public Service  
[Marcom Plan](#)

# DIVISION MARCOM



SA  
**KATIE HUNTER**  
FT Designer  
FT Writer  
Marcom Plan



AA  
**ANDREW DEVEY**  
FT Designer (UMC)  
2 PT Writers (UMC)  
PT Social Media (UMC)  
Marcom Plan



CAMPUS STORE  
**MATT CHAMBERS**  
Design Support  
Writing Support  
Marcom Plan



ATHLETICS  
**JEFF ELGGREN**  
FT Designer (UMC)  
FT Writers  
PT Digital/Social team  
Marcom Plan

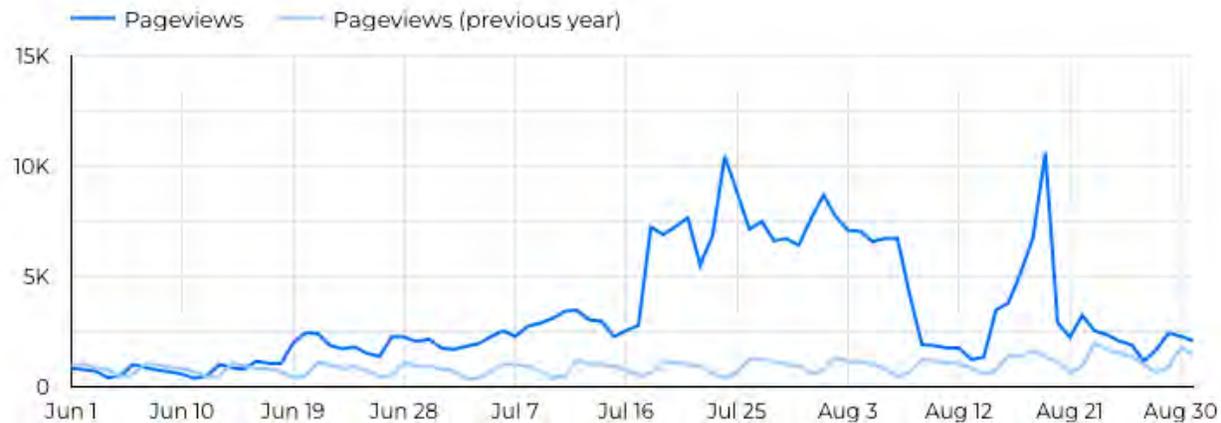


UMC  
**JOELLE LIEBERMAN**

# DIGITAL MARKETING AND ENROLLMENT

## FALL RECRUITMENT LANDING PAGES

(RETURNING WOLVERINE, TRANSFER STUDENT, CONTINUING STUDENT, LATINX)



- **15M** SEARCH IMPRESSIONS
- **3.6M** SOCIAL IMPRESSIONS
- **258K** PAGEVIEWS **↑354%**

**Education That Fits Your Life**

**UVU** Admissions | Utah Valley University

Ad · [www.uvu.edu/transfer2uvu](http://www.uvu.edu/transfer2uvu)

[Find a Better Fit | Change your scenery | Transfer to UVU](#)

Earn Your Degree and Advance Your Career. Find Your Perfect Program. Classes begin Aug 22. Transfer to UVU | Utah Valley University.

# DIGITAL MARKETING AND ENROLLMENT

## SOCIAL CAMPAIGN

**2M** IMPRESSIONS

**14K** CLICKS

## DISPLAY CAMPAIGN

**5M** IMPRESSIONS

**40K** CLICKS

## VIDEO CAMPAIGN

**209K** IMPRESSIONS

**124K** VIDEO VIEWS



# DIGITAL MARKETING AND ENROLLMENT

## ONLINE EDUCATION WEB PAGES

(CRIMINAL JUSTICE, MS-ETM, PRSC, MPS, GENERAL ONLINE)



Ad · [www.uvu.edu/ms-etm](http://www.uvu.edu/ms-etm)

Technology Management Degree | Utah Valley University

Online Engineering Technology Management Degree at Utah Valley University. Explore Affordable Online Engineering Technology Management Degrees. 44 Online Programs. Flexible Online Degrees. Online Courses...

## ONLINE ENROLLMENT IMPACT

↑ **10.8%** INCREASE IN ENROLLMENT YoY  
(when comparing same online programs)

↑ **14.4%** INCREASE IN ENROLLMENT YoY  
(when comparing all online programs available in 2022)

## WEB IMPACT

**2.2M** IMPRESSIONS

**56,269** CLICKS

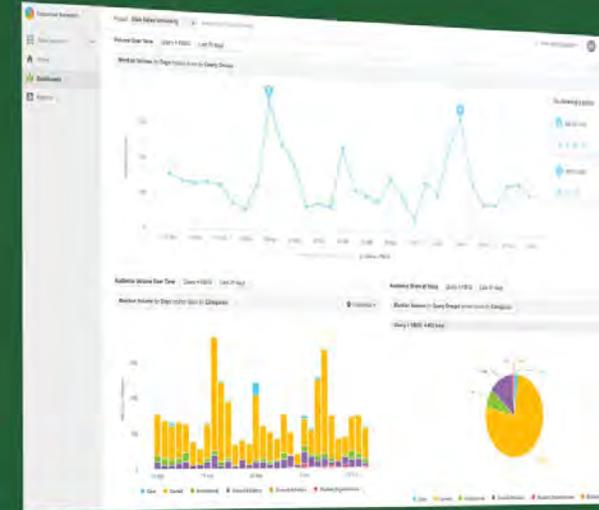
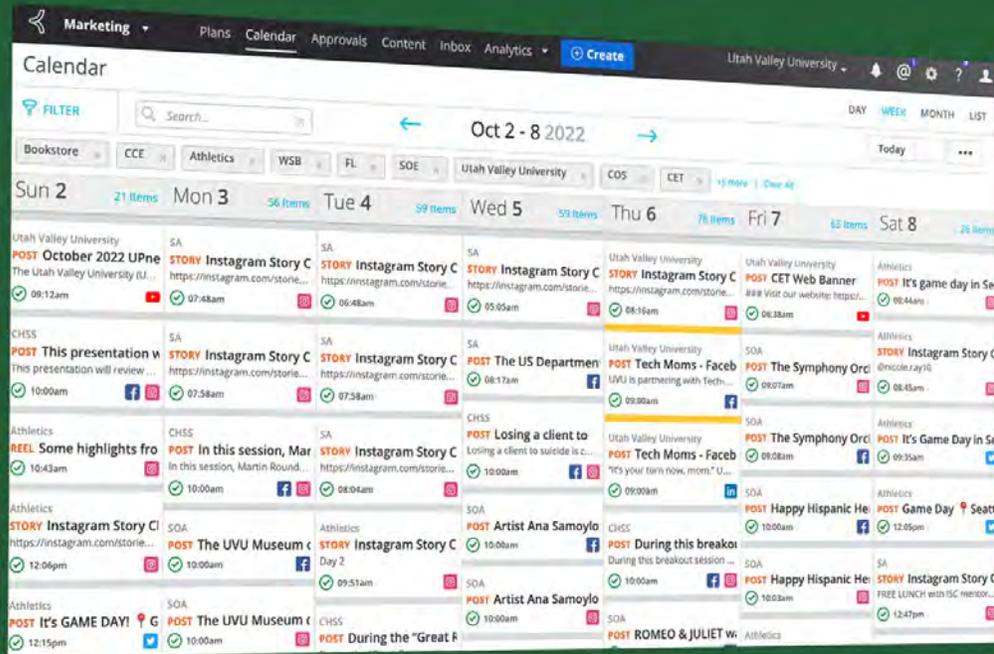
↑ **239%** INCREASE IN VISITORS TO ONLINE EDUCATION WEBPAGE

# DIGITAL MARKETING AND COMMUNICATION TOOLS

ENTERPRISE SOCIAL MEDIA MANAGEMENT

SEO OPTIMIZATION

DIGITAL/SOCIAL LISTENING



# MARKETING TOOLS

## AVAILABLE TO PODS

ENTERPRISE DESIGN  
& TEMPLATE TOOL



ENTERPRISE PROJECT  
MANAGEMENT SYSTEM



ENTERPRISE MEDIA MONITORING  
& OUTREACH



ENTERPRISE QR CODE &  
UTM MANAGER



ENTERPRISE SEO



ENTERPRISE SOCIAL  
MEDIA MANAGEMENT



# ENGAGED LEARNING PILOT



**SKY HARMER**  
Digital Marketing Major  
CHSS Social Media  
Specialist



**HANNAH BRICENO**  
Digital Marketing Major  
Digital Marketing Specialist



**LIZZY HARRISON**  
Graphic Design. Major  
Social Engagement  
Specialist



**MCKAY WESCOTT**  
Digital Cinema Major  
SOE Social Media Specialist



**KAT BROADHEAD**  
Digital Marketing Major  
Social Content Specialist

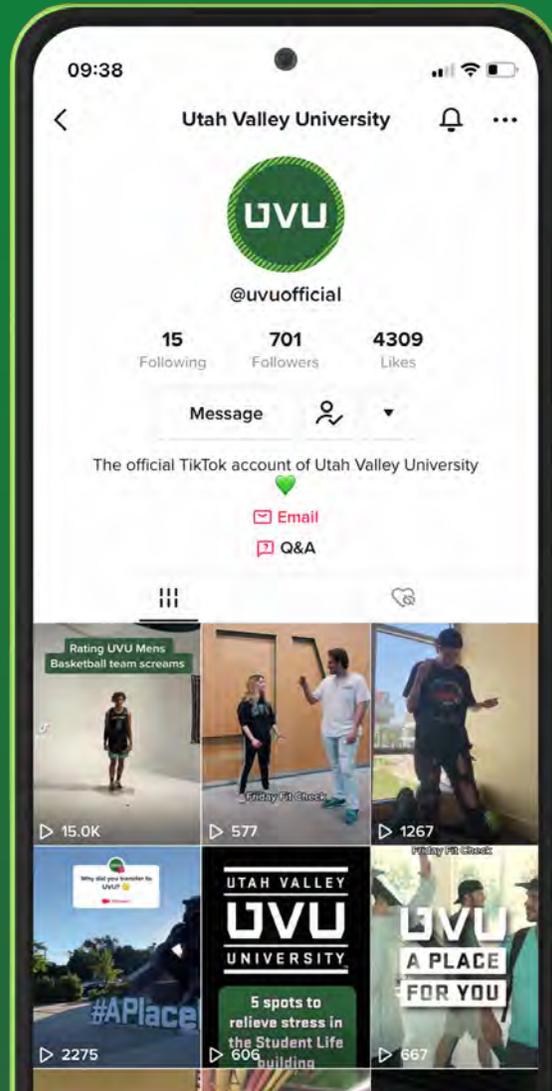
# TIKTOK AND INFLUENCER MARKETING LAUNCH



892  
FOLLOWERS



7.8K LIKES



4 POSTS



186K VIDEO  
VIEWS



# PILOT SEARCH ENGINE OPTIMIZATION FOR SOE

## SCHOOL OF EDUCATION ORGANIC SEARCH



- 4 PAGES IDENTIFIED
- 9 OPTIMIZATIONS MADE
- CHANGES: H1 H2 TAGS, META DESCRIPTIONS, PAGE TITLE, ALT IMAGE TEXT
- FROM SINGLE DIGIT PAGE VIEWS TO 3,771 PAGE VIEWS ON 9/25



**Bryant Larsen**  
**AVP of Strategic Communication**



**Matt Serrao**  
**AVP of Marketing**

SECTION 2

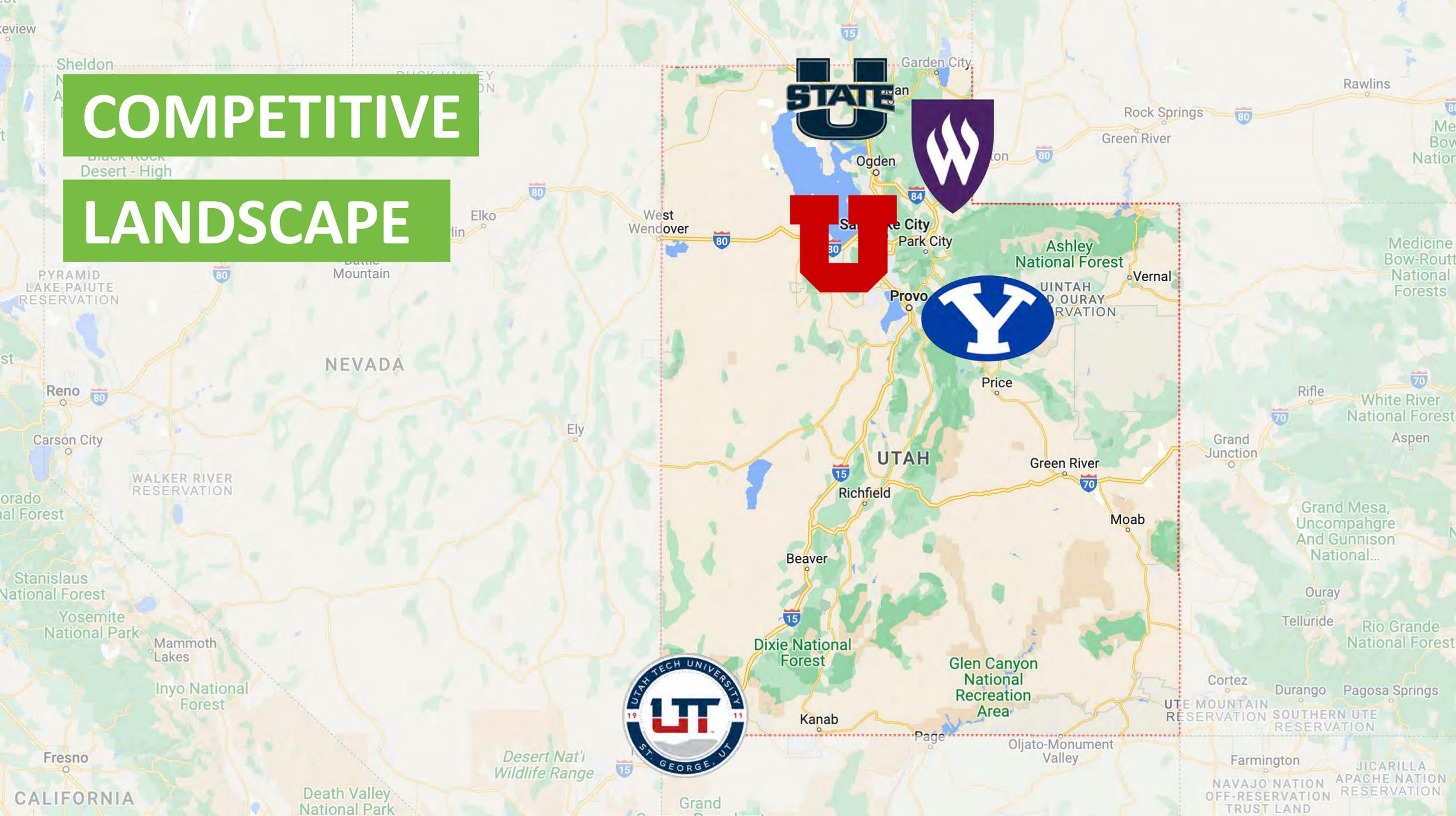
COMPETITIVE

LANDSCAPE



COMPETITIVE

LANDSCAPE



SECTION 4

**PRIORITIES &**

**PLANS**

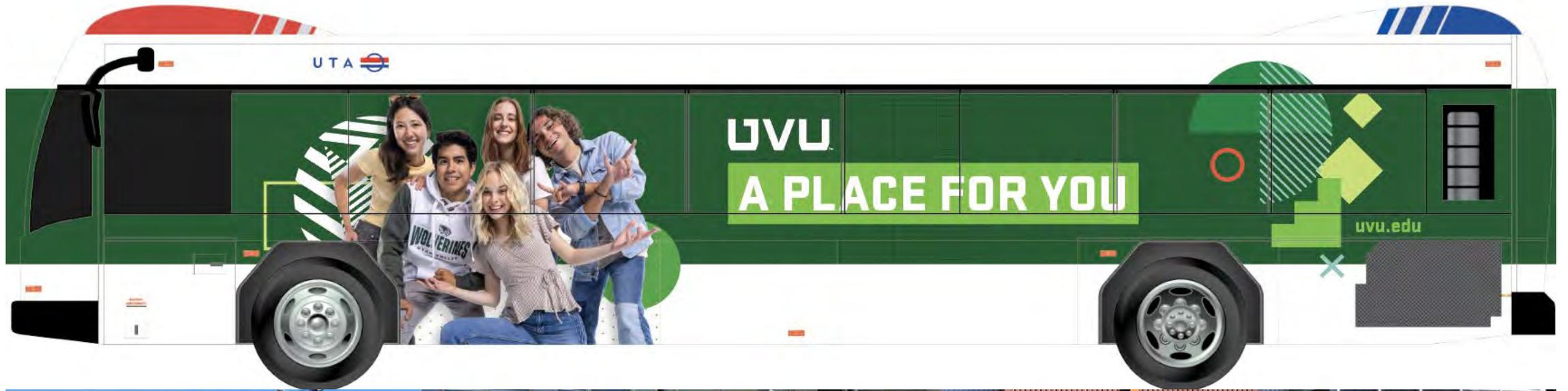


**GVU**<sup>TM</sup>

**A PLACE**

**FOR YOU**





# EXPANDING OUR REACH

**blip** BLIPS 12,985

 IMPRESSIONS 535,479

## DIGITAL ADS

 IMPRESSIONS 16M

 CLICKS 156,421

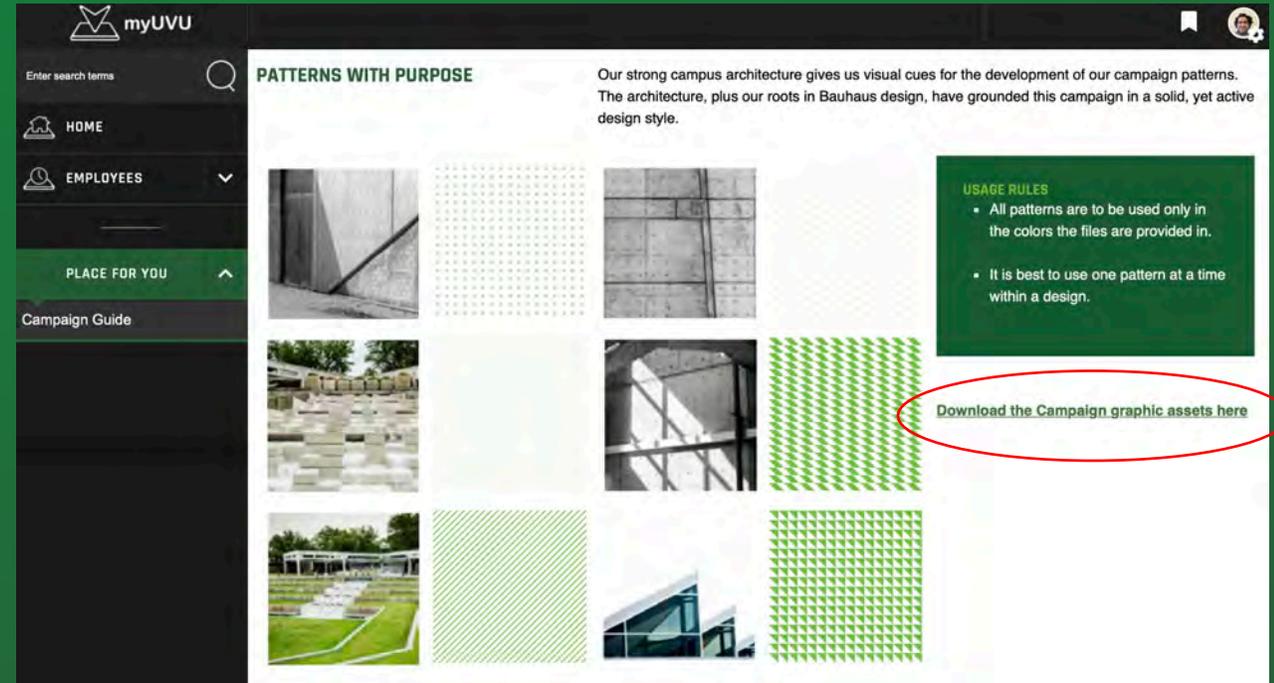
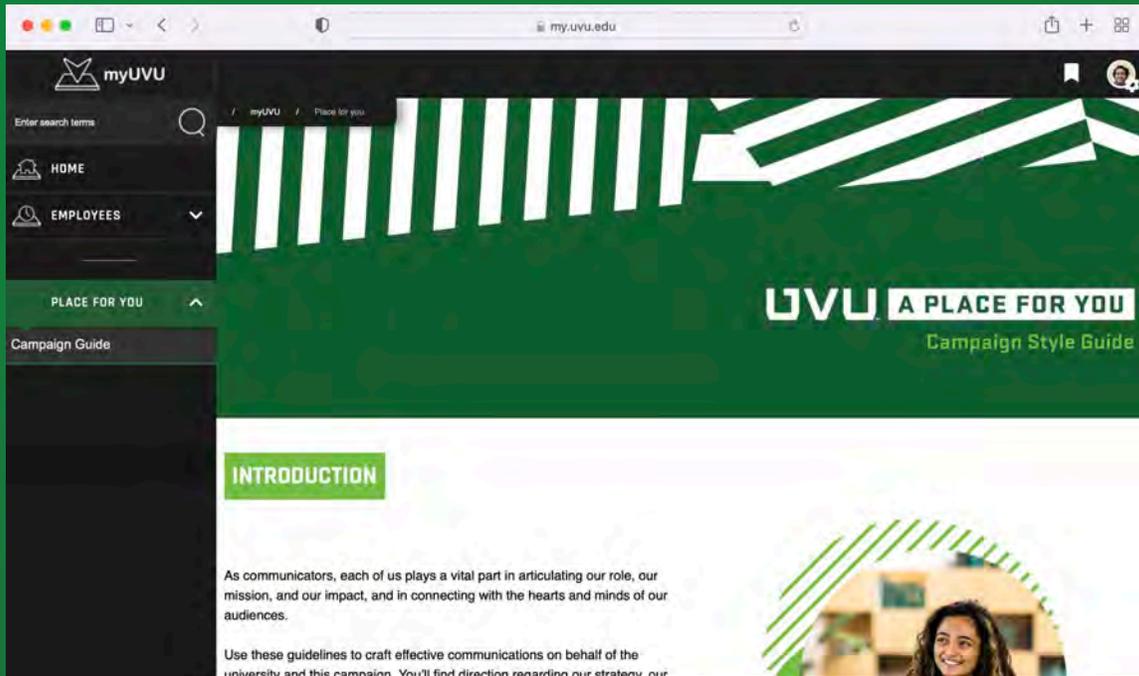


Priority Registration Begins October 24th

**UVU** UTAH VALLEY  
UNIVERSITY™

**APPLY NOW**

# A PLACE FOR YOU CAMPAIGN STYLE GUIDE



<https://my.uvu.edu/marketing/>

**STORYTELLING**

# WHAT IS A MESSAGING FRAMEWORK?

A messaging framework is a **structured written representation of a brand's unique selling points**.

A successful messaging framework is **easy to understand** and **clearly differentiates** an institution from the competition.

Moreover, the framework should be **flexible** enough for individuals and departments to personalize, yet **consistent** enough to relay the key differentiators and aspirations of the organization in a way that moves people to action.

**A MESSAGING FRAMEWORK IS NOT:**

- A university tagline or advertising copy
- A rigid script
- Messaging “flavor of the month”



# MESSAGING FRAMEWORK

- **Student Potential**
- **Flexible, Relevant Approach**
- **Return on Investment**



# NARRATIVE SPANNING NEW & EXISTING CHANNELS



**UVU ANNUAL REPORT  
PRINTED AND DIGITAL**



**8-PAGE INSERT IN NOV/DEC ISSUE  
20K HOUSEHOLDS**

# TURNING UP THE VOLUME ON 'RETURN ON INVESTMENT'



STATIC & ELECTRONIC  
BILLBOARDS



UTAH VALLEY CHAMBER  
MAGAZINE AD

# MESSAGING PILLAR TRAINING AND IMPACT

## STUDENT POTENTIAL

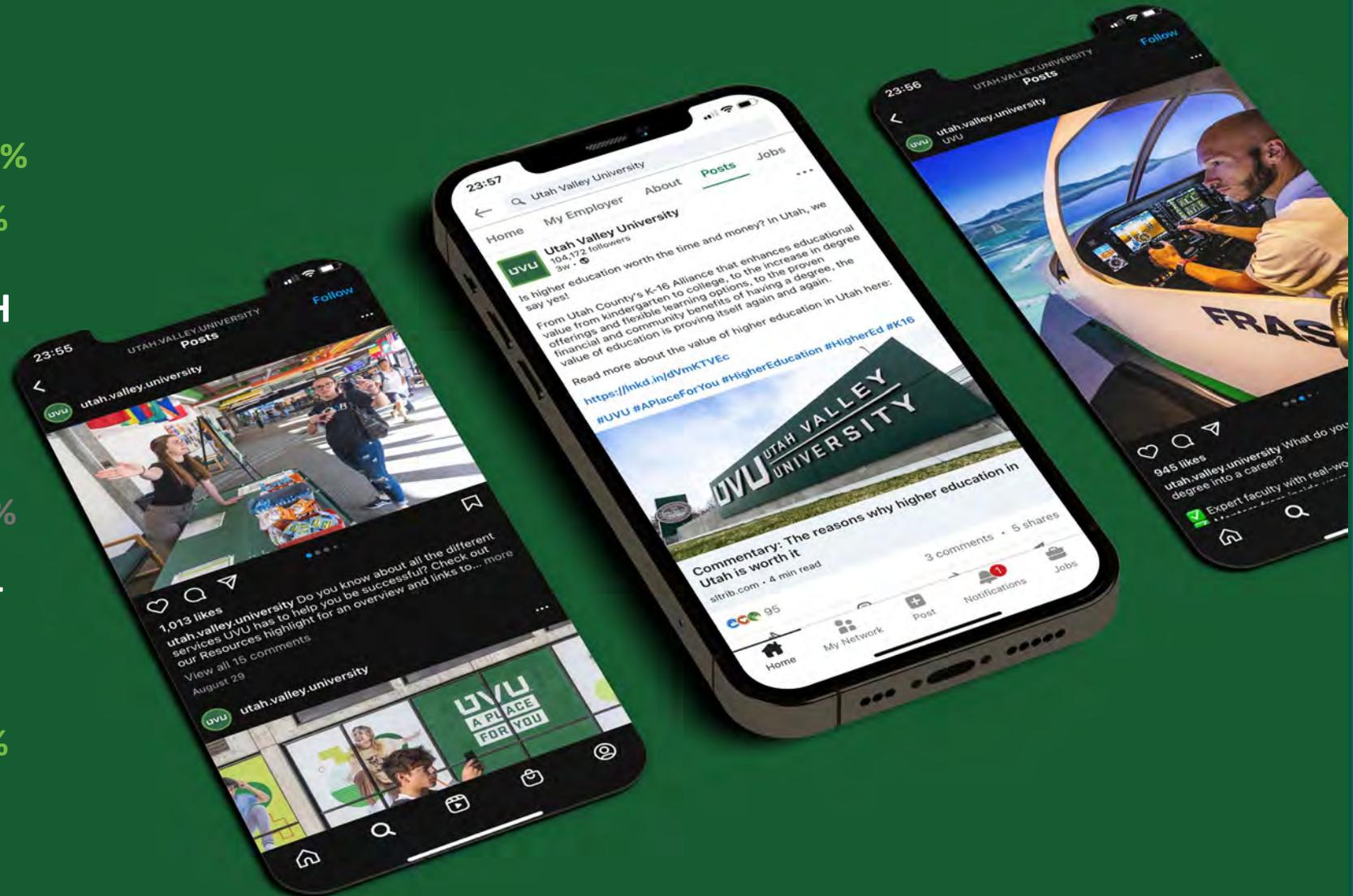
|   |             |            |
|---|-------------|------------|
|  | POSTS       | 36 ↑260%   |
|  | IMPRESSIONS | 172K ↑371% |
|  | ENGAGEMENT  | 11K ↑333%  |

## FLEXIBLE, RELEVANT APPROACH

|   |             |            |
|---|-------------|------------|
|  | POSTS       | 9 ↑80%     |
|  | IMPRESSIONS | 42K ↑80%   |
|  | ENGAGEMENT  | 2,092 ↓40% |

## HIGH RETURN ON INVESTMENT

|   |             |           |
|---|-------------|-----------|
|  | POSTS       | 11 ↑1K%   |
|  | IMPRESSIONS | 44K ↑342% |
|  | ENGAGEMENT  | 2K ↑70%   |



# AMPLIFY AND DIVERSIFY STUDENT STORIES



32 POSTS



38,486 IMPRESSIONS



1,592 ENGAGEMENT

↑365%



18,336 VIEWS

↑113%



# STORYTELLING

- A place for *belonging*. A place for *achievement*. A place for **YOU**.
- A place for *flexibility*. A place for *success*. A place for **YOU**.
- A place *opportunity*. A place for *mentorship*. A place for **YOU**.



# PHASE 2: AMPLIFY COLLEGES/SCHOOLS

Sept.-Feb 2023

Amplify

- Thought leadership (faculty and staff)
- Student-generated content
- Influencer campaign

November

Amplify

- Annual report
- Magazine Insert (Nov. 4)
- Photo shoot
- Spring recruitment focus

January 2023

Amplify

- Distribute creative for Phase 2
- Office Hours – Season 2

March 2023

Multiply

- College website alignment
- \*UVU News to Content Hub with
- college hierarchy
- Summer recruitment focus

May-Aug.

Multiply

- Finalize MarCom Plans and content calendar 2023-2024
- Final solicitations and internal and external communication for year
- Fall recruitment cycle

October

Amplify

- MarCom Plans '22-'23 Finalized & Approved (by deans) UVU & College marketing plans
- Finalize advertising plan
- Roll out UMC campaign assets

December

Amplify

- Finalize creative for colleges/schools
- Spring recruitment focus

Feb 2023

Amplify

- College expansion – Phase 2 roll out
- UVU.edu Website update
- \*Marketing Campaign Landing Pages
- Day on the Hill
- Summer Recruitment focus

April

Graduation

- Graduation alignment
- Alumni ambassador program

ESTABLISH | AMPLIFY | MULTIPLY

SECTION 5

RESOURCE

ALLOCATION





# REINVESTING IN OUR PRIORITIES

## **Carry forward funds:**

- Secured additional transit and blip boards in SLC
- Reinvested in digital outreach
- Remodel to accommodate additional staff members, including PODs

## **Reallocation of existing funds:**

- Phased approach to purchasing upgraded video and photo equipment
- Reallocated PT to FT designer position

## **Performance funding request:**

- Website upgrade (joint request with Dx)

SECTION 6

RESOURCE

REQUEST



# 1. DIGITAL MARKETING AND ENROLLMENT

## DIGITAL OUTREACH & ENROLLMENT

\$380,000

- Continue digital content, ads, and solutions
- Student interns

## SEO MANAGER:

\$101k (includes benefits)

- Support marketing content to be SEO optimized
- Technical SEO optimization with WebDev



## 2. ADDITIONAL CONTENT SUPPORT

PHOTOGRAPHER PT TO FT:

\$60k

- Converting a part time to full time will support additional content needs for campaigns, digital outreach, POD support, a potential UVU magazine, etc.



# MEDIA SUCCESS

## Daily Herald

NEWS SPORTS ENTERTAINMENT LIFESTYLES OBITUARIES DEALS PLACE NOTICE TODAY'S PAPER

### UVU: UVU ranked in top ten for best-in-state employers list

By Barb Smith - S

NEWS > LOCAL NEWS



### Pence met with cheers, student-run protest during speech at Utah Valley University

the University of Utah, and the World Trade Centers of Denver and Tacoma.

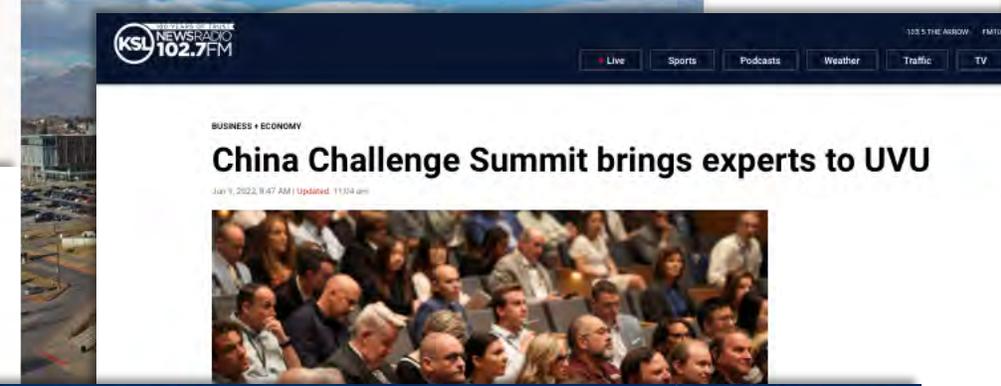
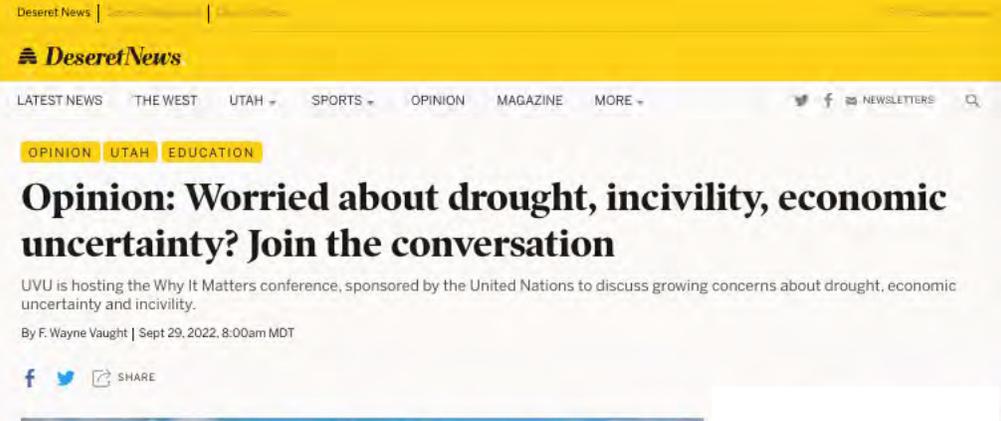
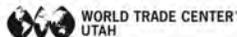


**“One of the most important international meetings ever convened in Utah.”**

—Deseret News

With **160 media mentions**, the summit caught the attention of local, national, and global media including the *Deseret News*, *Bloomberg*, 世界新聞網 (World Journal), and *The Wall Street Journal*.

Watch the summit in its entirety at [ChinaChallengeSummit.com](http://ChinaChallengeSummit.com).



**\$4.98M**  
EARNED PUBLICITY

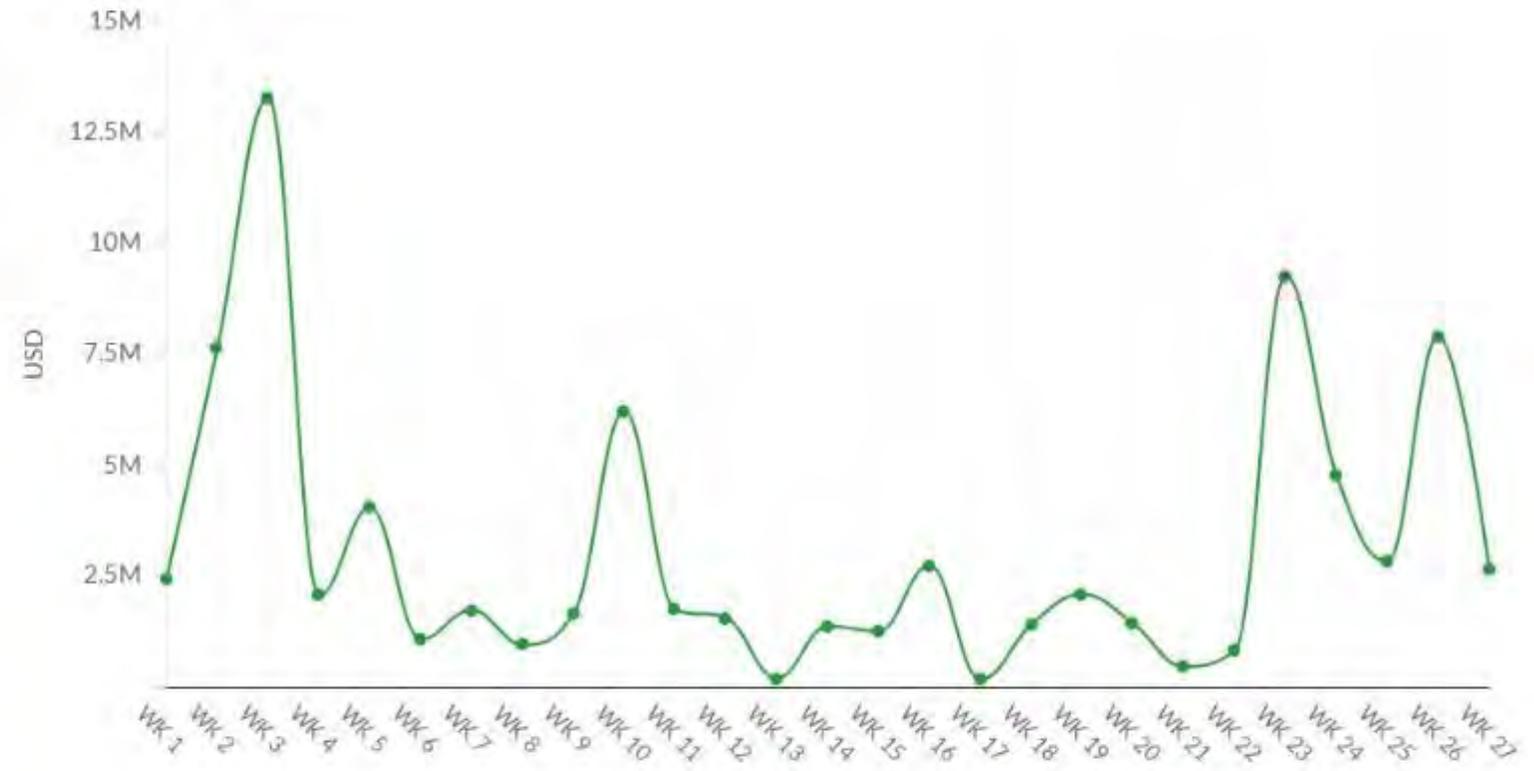
# AVE

## HIGHLIGHTS

- Utah Valley University | UVU's AVE decreased 3.3%

## UVU's total AVE was \$83.8M

AVE - Apr 1, 2022 - Sep 30, 2022



**\$83.8M**

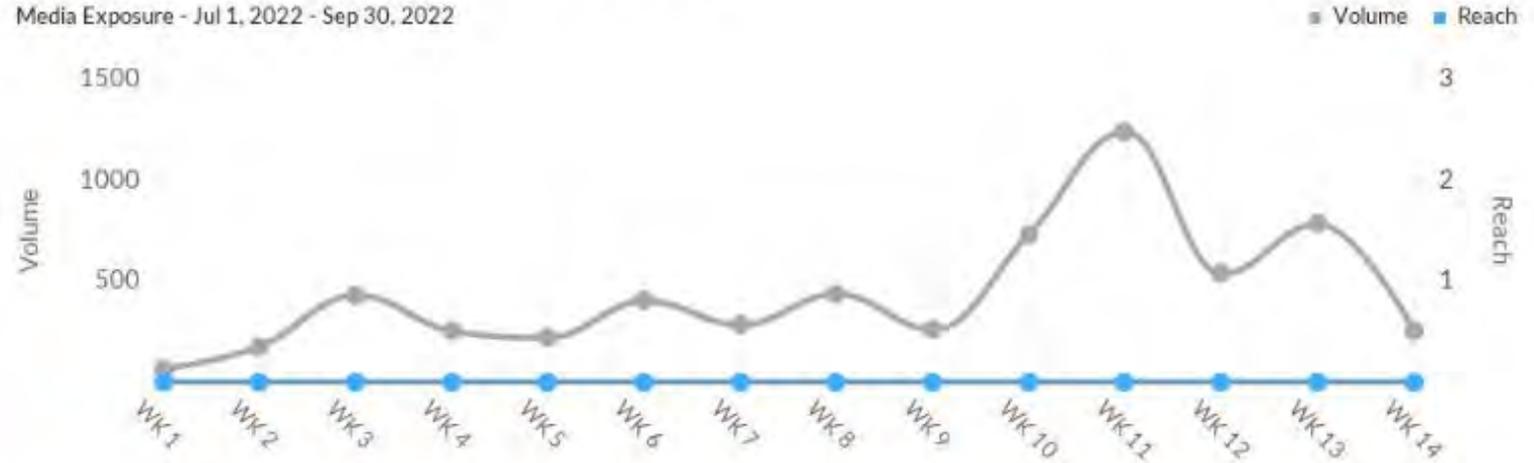
# MEDIA EXPOSURE

## HIGHLIGHTS FROM THE QUARTER

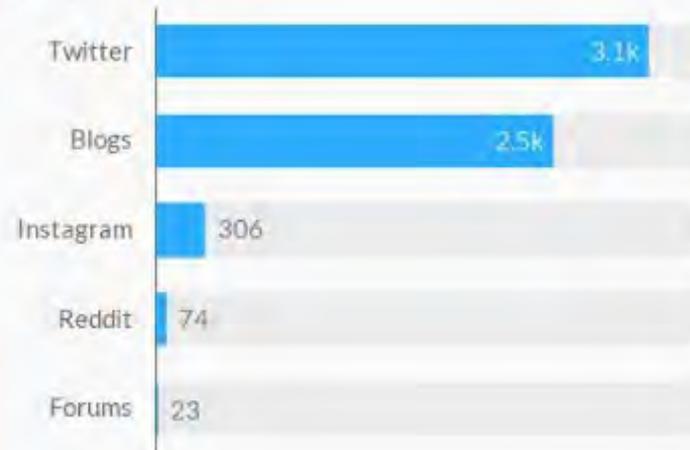
- 1 "Twitter" overtook "Blogs" as Top Publisher in this period
- Overall reach increased 0%
- "Twitter" accounted for 51% of volume, followed by "Blogs" with 41% share

## UVU's exposure increased 59%

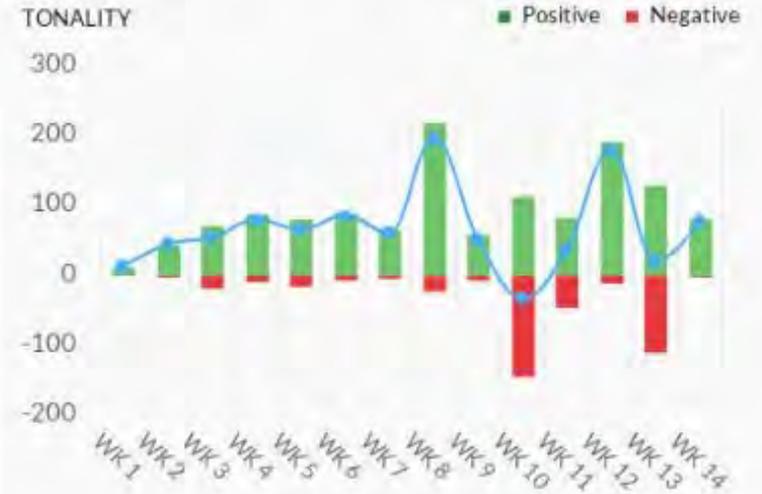
Media Exposure - Jul 1, 2022 - Sep 30, 2022



TOP PUBLICATIONS



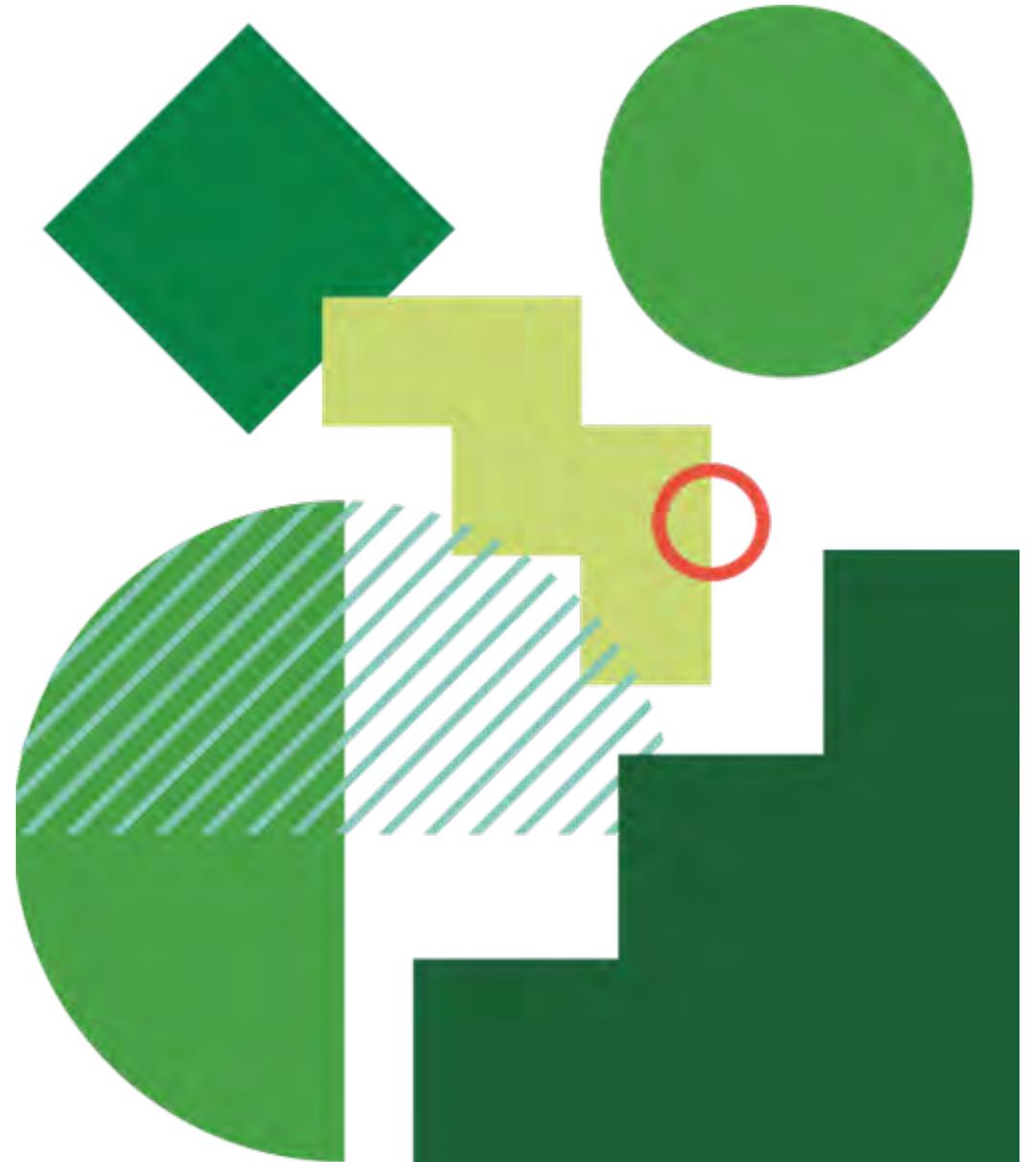
TONALITY



### 3. EARNED MEDIA

MEDIA RELATIONS MANAGER:  
\$102, 841 (includes benefits)

- Many untapped stories on campus
- Coordinate with PODs
- Leverage media for other channels
- ROI in earned media is high



**UVU MAGAZINE**

**RELAUNCH**



ALSO INSIDE

THE BUSINESS OF HOPE | PG. 16

A SENSE OF BELONGING | PG. 34

**THE  
POWER  
OF  
DREAMS** PG. 20  
*Meet New UVU President  
Astrid S. Tuminez*

## WHY RE-LAUNCH A MAGAZINE

### Build UVU's brand in the community

- Enhance reputation
- Grow enrollment
- Increase philanthropy
- Foster partnerships
- Increase the perceived value of a UVU degree
- Bolster recruitment of faculty and staff
- Powerful platform for unique messaging strategy

### Create greater connection with alumni

- Strengthen affinity to the university
- Demonstrate graduates' success through storytelling
- Build the case for support (volunteerism, donations)

**Restoring Japantown**

U alums are leading efforts to rebuild a historic street into a cultural destination honoring the past. p.22

**Water-Wise Landscapes**

Red Butte Garden experts show how to create attractive grounds that conserve precious water. p.34

**Play Ball**

One night each year, U fans are invited to the big leagues for Utah Night at the Rockies. p.44

# The university magazine landscape in Utah

## Other universities in Utah have magazines

- U of U (3x/year)
- BYU (4x/year)
- Utah State (3x/year)
- Utah Tech (2x/year)
- Weber (2x/year)

### A Delicate Balance

Visitors are flocking to Utah in record numbers. How do we support tourism while preserving areas of natural beauty?

## WHAT UNIVERSITY MAGAZINE READERS SAY

|   |     |
|---|-----|
| My alumni magazine is important to me               | 89% |
| It is the primary way I stay connected to my school | 76% |
| It is one of my favorite magazines                  | 75% |
| I read it as soon as it arrives in my mailbox       | 73% |
| It is an inspiring publication                      | 78% |
| Took action as a result of seeing an article or ad  | 89% |

*Ivy League Magazine Network Audience Survey*

## **WHAT UNIVERSITY MAGAZINE READERS DO**

**(BASED ON A CASE SURVEY OF 192 INSTITUTIONS)**

### **After reading an issue:**

**40% saved an issue or article**

**32% recommended institution to a family member or potential student**

**38% made a donation**

# PROPOSAL FOR A UVU MAGAZINE

- Publish 3X/year
- 52-page publication
- 30,000 print run
- Distributed to
  - Elected officials
  - Business leaders
  - Community influencers
  - Donors
  - Alumni
- Total PBA ask: \$303,887 (includes a new full-time writer)





# SUMMARY OF PBA REQUESTS

## ONGOING:

|                         |           |
|-------------------------|-----------|
| SEO Manager             | \$101,000 |
| Media Relations Manager | \$102,841 |
| PT to FT Photographer   | \$60,000  |
| UVU Magazine + Writer   | \$303,887 |

## ONE-TIME REQUESTS:

|                                  |           |
|----------------------------------|-----------|
| Digital Marketing and Enrollment | \$380,000 |
|----------------------------------|-----------|



**THANK YOU**

