

University College Reintegration: Marketing & Communications Team Charter

UMA 2016 – 2020 Strategic Plan (*rev. 2017*), Actions Supporting Key Strategies:

- 2.1 Complete the full reintegration of University College into UMA to enhance UMA's statewide mission
- 3.3 Complete logo and brand change for the UMA campuses and UC centers

Marketing & Communications Team

1. Branding
2. Marketing
3. Web & Publication Design
4. Social Media & Communications

Membership: Jon Henry - Lead, Domna Giatas – Lead, Brandy Finck, Brent Wooten, BJ Kitchin (2, 3 & 4), Joyce Blanchard, Deb Meehan and Dan Philbrick (1&2), Frear Hook, Jim Knight, Michelle Armes, and Manager of Digital Communications (3&4); consult with Lauren Dubois and IT as needed

Sub-teams

Branding – Jon Henry, Domna Giatas, Joyce Blanchard, Deb Meehan and Dan Philbrick; consult with graphic design as needed

Working within the current logo design, the Branding sub-team will develop a plan for a consistent and universal UMA brand that includes the University College Centers. This proposal will include a design that can be replicated for each center site.

Marketing – Jon Henry, Brandy Finck, Brent Wooten, BJ Kitchin, Joyce Blanchard, Deb Meehan and Dan Philbrick

The Marketing sub-team will develop a comprehensive plan for marketing UMA and the University College Centers as one unified entity. Ideas and initial steps for introducing the reintegration to students and the public should be included.

Web & Publication Design and Social Media & Communications – Domna Giatas, Brandy Finck, Brent Wooten, BJ Kitchin, Frear Hook, Jim Knight, Michelle Armes, and Manager of Digital Communications.

The Web & Publication Design and Social Media & Communications sub-team will develop a structure for delivering web and publication design services, as well as a social media and communication integration strategy, and ensure timely responses to UMA and the University College Center needs.

Timetable

Week of 1/29/2018 - Initial Meeting - All Team Members to review charge for Sub-teams

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1/29/2018 through 2/26/2018 Sub-team meetings

Week of 2/26/2018 – Check-in Meeting - All Team Members for preliminary plans/recommendations from Sub-teams

3/5/2018 through 3/26/2018 Sub-team meetings continue

Week of 3/26/2018 - Report Back Meeting – All Team Members, Sub-teams present written plans