

UC Reintegration Marketing Tasks and Timelines

	March 2018				April 2018				May 2018				June 2018				
	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25
Create UMA Style Guide for marketing /communications (marcom)																	
Revise UMA Website to include center info (uma.edu)																	
Update UMA portal with appropriate info (myuma.edu)																	
Revise UC website to focus only on UMS services (learn.maine.edu)																	
Identify printed materials that need re-branding																	
Redesign mission-critical print materials																	
Print and distribute revised printed materials \$\$																	
Develop new creative (all inclusive) for paid media \$\$																	
Determine specific staff responsibilities																	
Establish new reporting structure																	
Develop new job descriptions with HR approval																	
Develop work flow process for marcom requests																	
Create new 'Guide to Marcom' for users																	
Inventory existing external and internal signage																	
Create location-specific plan for signage																	
Design appropriate new signage																	
Create appropriate new signage \$\$																	
Install new signage \$\$																	
Communicate recommendations /draft plans at 3/21,22 forums																	
Share finalized plans with 4/27 campus letter																	
Issue external press releases																	
Purchase paid ads with announcement \$\$																	

June 11, 2018 = 'official' launch date of unified brand

\$\$ =Requires one-time funding to be covered by \$150K request