

University College Reintegration: Marketing & Communications Team Recommendations

1. Website

- a. Migration of UC content to UMA webpage for initial solution. Bring like content with like content.
- b. Improvements to website should be part of long-term plan.
- c. Domain **learn.maine.edu** will continue to provide information regarding UMS distance learning programs. Requires cooperation across UMS.
- d. A high priority is to modify the home page and navigation on the website to make more clear the locations and modalities that are, and will be, available when re-integration is complete.
- e. Inventory current websites, Facebook pages, Twitter, etc.
- f. Establish Web Improvement Group (WIG)

2. Structure

- a. New organizational chart with centralized reporting for communication and marketing personnel.
- b. Review and revision of job descriptions to reflect new reporting lines and clarify responsibilities.
- c. Develop and adopt job flow process for communication and marketing requests, including social media, web, and publication design to allow for review, approval, prioritization, and implementation consistent with the marketing, communication, and enrollment plans.
- d. As part of job flow process, review current policies and procedures for social media, communications, publications, etc. and develop and integrate, where needed, to reflect the new structure.

3. Marketing

- a. Coordinated media buys and messaging between UC and UMA (winter and early spring 2018).
- b. Transitional messaging, followed by a formal launch of the new brand with amplified media presence to inform the public of the new unified entity (early summer 2018).
- c. Fully integrated marketing strategy and tactics, with the new brand elements, under a combined budget and structure (fiscal year 2019).
- d. Establish a prioritized timeline of work to be completed, including new creative, announcements, website revisions, printed documents, and marketing organizational structure.
- e. Develop a common set of talking points about the re-integration of UC and the benefits/value of the new unified entity, to be used in the launch of the revised brand and other marketing efforts as appropriate.
- f. Establish Marketing Oversight Committee

4. Brand and Logo

- a. UMA as focus of branding over “University of Maine at Augusta” when describing the entire entity. This is more inclusive and streamlined.

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- b. Discontinue use of the round seal that includes the shield design. The use of both the seal and the shield is confusing. One “logo” style will allow for a stronger brand identity.
- c. Discontinue use of the “Declare Your Future” tagline. Develop internal focus groups or a campus community contest to develop a tagline that is representative and inclusive of UMA (Augusta Campus, Bangor Campus and Centers.) The possibility of sub-taglines or calls to action should be considered.
- d. Inventory all of the signage, printed materials, and collateral that will need to be updated with the new brand and brand messaging. The removal and replacement of any changes in logos, font, naming, etc. should be prioritized.

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