

UCCS University Advancement Division - DRAFT

Short Term:

1. Formalize the restructuring of the University Advancement division to include the addition of university relations and marketing communications.
2. Review campus public relations and university marketing needs to determine appropriate staffing and funding levels for the short-term and mid-term.
3. Formalize a university marketing function with appropriate staffing and budget support. Determine relationship between university marketing and student recruitment marketing. Determine the appropriate model and balance of campus-based and agency based staffing.
4. Review best practices for university marketing units of peer campuses.
5. Review the existing functions of University Relations and determine appropriate responsibilities and staffing needs.
6. Complete a series of “on-hold” university relations projects, to include: Expert Index, Kane video, media training for faculty and high-level staff, crisis communication plan update, assistance with campus strategic planning, enrollment campaign, university calendar development and coordination.
7. Conduct a thorough review of the cost/effectiveness of print versus web communication.
8. Build a sustainable model for the National Institute of Science, Space and Security Centers.
9. Formalize the University Lecture Series with two to three lectures per year.
10. Institutionalize Total Resource Development into the campuses budget and planning strategies
11. Complete business model and begin implementation for the Research and Innovation Park.
12. Begin discussions to advocate incorporating existing federal earmarks to line item budgets.

Mid-Term

1. Fully-integrated, appropriately staffed and budgeted university relations, marketing communications, institutional marketing department.
2. Review adding functions of web development, video development production, and photography.
3. Integrate campus branding efforts with CU System branding practices.
4. Explore the use of video technology as a means of expanding communications and providing real-time information.
5. Hire a full-time Executive Director for NISSSC.
6. Review the cost/benefit of hiring a campus-specific government relations person.
7. Hire a full-time real estate director to manage all real estate holdings, acquisitions, and gift opportunities.

8. Determine the need and role for a formal community relations component for the campus.
9. Lead campus-wide discussions on the university's legacy, traditions, sense of place. Incorporate findings into appropriate recommendations and communications.
10. Explore moving Alumni and Friends and University Club into the University Advancement division.

Long-Term

1. 1% of the university's budget dedicated to marketing.
2. Determine university marketing strategy as it relates to the North Nevada Development.
3. Explore developing a formalized relationship with the USOC related to curriculum, training and research.
4. NISSC established as the region's leader in homeland security and space education and K-12 STEM education.