

STRATEGIC VISION : Marketing & Communications



MARKETING/COMMUNICATIONS: Current State



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- Common brand link is color green and UNT letters
 - Each marketing/communications team – UNTS, UNT, UNTHSC, UNTD – largely operates in a silo
 - There are no shared marketing strategies or branding statements
 - UNTS (Paul Corliss) collaborates well with each university team, however university teams rarely collaborate with one another

MARKETING/COMMUNICATIONS: Current State



LEADER: Deborah Lelieart, Vice President, University Relations and Planning

STRUCTURE: UNT's URCM (University Relations Communication & Marketing) has roughly 50 full-time employees and is structured much like an advertising agency. URCM has its own print shop.

STRATEGY: Traditional ad placements. Heavy billboard use.



LEADER: Monty Mohon, Senior Vice President, Innovation & Brand

STRUCTURE: UNTHSC's Office of Communications has roughly 20 full-time employees and is built like a hybrid ad agency and newsroom.

STRATEGY: UNTHSC focuses on producing excellent in-house content – published, digital and video.



LEADER: Paul Corliss, Interim Associate Vice President, Marketing & Communications

STRUCTURE: UNTD's Office of Marketing & Communications has four full-time employees. College of Law has one dedicated employee.

STRATEGY: Multimedia strategy, including billboards, direct mail, digital ads and social media launched in June.



LEADER: Paul Corliss, Director of Communications.

STRUCTURE: UNTS has a very fragmented approach. Includes communicators in HR, IT, Business Services and a part-time web content specialist. None report to Director of Communications.

STRATEGY: Minimal strategic effort as directed by Chancellor Jackson.

MARKETING/COMMUNICATIONS: Recommendations

- **Each university should maintain its own unique approach and strategies, however common branding statements and/or content pillars would help unify all UNTS marketing/communications initiatives.**
- **UNT System needs to restructure and unify its communicators under one leader.**
 - Communicators in HR, IT and Business Services are sub-par
 - Full-time web and social media content specialist is needed
 - External Affairs Department should be realigned/merged into new Marketing/Communications structure
- **Proximity creates opportunity for single leader to drive marketing/communications for UNT Dallas, UNT Dallas College of Law and UNT System.**
 - Lack of people/resources for both UNTD and UNTS supports this concept – pooling people-resources makes each entity stronger.
 - Dallas, the UNT System's largest media market, requires expert-level strategy

MARKETING/COMMUNICATIONS: Recommendations

UNT System should create a top-level Brand Committee that includes senior marketing/communications leaders from each UNTS entity.

- Paul Corliss to lead committee under direction of incoming Chancellor Roe
- Committee to meet with Chancellor Roe and University Presidents 2x annually
- Committee goals:
 1. Create/ensure common thread between institutions' brand messaging
 2. Create opportunities for System-wide collaboration
 3. Share best practices and challenges
 4. Develop clear understanding of UNTS leaders' goals and how marketing/communications can best serve leadership toward achievement of these goals

MARKETING/COMMUNICATIONS: Recommendations

UNT System should refine its marketing/communications approach into the following strategic brand messaging pillars:

1. Innovation

Research, academic programs, experiential learning, unique approaches to teaching, etc.

2. Diversity

Refers to institutions, student bodies, programs of study

3. Service

Includes community initiatives as well as dedication to serve state/region with affordable education to supply talent pipeline

4. Social Responsibility

Efficient use of tax-payer dollars, LEED certified buildings, use of renewable fuels, recycling programs, use of HUB vendors, tolerance of all races/religions/orientations.

5. Connectivity to the robust North Texas Region

We are the only System based in North Texas and supply talented, educated graduates to DFW workforce

MARKETING/COMMUNICATIONS: Recommendations

UNT System needs a tagline to accompany its logo and imagery in marketing materials. Possibilities:



SYSTEM™

*Three Diverse Universities.
One Robust Region.*



SYSTEM™

Innovation. Diversity. Service.



SYSTEM™

*Three Diverse Universities.
United through Service &
Innovation.*

MARKETING/COMMUNICATIONS: Recommendations

UNT System should develop a personal brand for incoming Chancellor Lesa Roe.

Lesa Roe is not “your father’s” Chancellor

- *Not an academic or legislator*
- *Establish “cool factor” through social media and public appearances*
- *Visible, inspiring servant leader – stark contrast to Lee Jackson*

Lesa Roe is a world-class innovator

- *Led teams at NASA that built the International Space Station and landed Curiosity on Mars*
- *She is the right leader to help UNTS institutions continue their research growth*

Lesa Roe is a world-class leader

- *Inspired her NASA teams to create access to challenges that were literally out of this world*
- *Experience running 10 NASA Field Centers, managing 17,000 people and a \$20 billion annual budget make her supremely qualified to manage three universities, 10,000 employees and a \$1 billion annual budget.*

Lesa Roe is a trailblazer

- *First woman to lead the UNT System, was first woman to lead Langley Research Center*

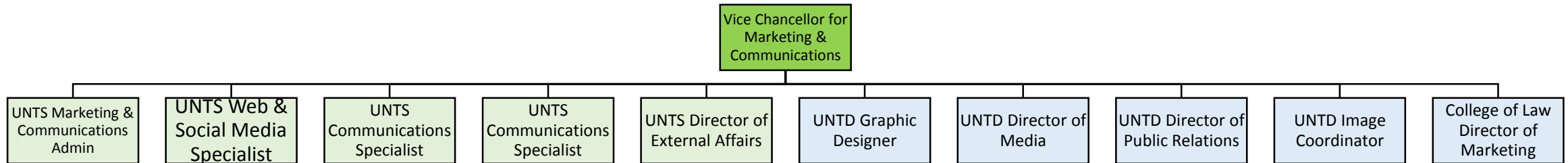
Lesa Roe has a passion for students and STEM

- *30+ years with STEM Focused NASA makes her supremely qualified to create a signature K-12 community STEM program in DFW*



MARKETING/COMMUNICATIONS: Recommendations

Proposed UNT System/UNT Dallas Marketing/Communications Organizational Chart



- **Reorganization is budget and body-count neutral**
- **New UNT System structure absorbs Director of System & External Relations Budget**
- **New UNT System structure pulls from the following current positions:**
 1. Director of System & External Relations
 2. Human Resources Marketing/Communications Specialist
 3. Business Support Services Marketing/Communications Specialist
 4. IT Communications Specialist
 5. Administrative Coordinator
- **Those in aforementioned roles could re-apply for restructured positions**
- **UNT Dallas would contribute \$50,000 to Vice Chancellor's salary**
- **Vice Chancellor would maintain offices at 1901 Main Street and on-campus at UNT Dallas**