

UTAH COLLEGE OF APPLIED TECHNOLOGY

AGENDA ITEM

UCAT BOARD OF TRUSTEES

18 September 2014

ITEM: III.O

TOPIC: Update on UCAT 2015 Marketing/Messaging Campaign & UCAT Student of the Year Program

BACKGROUND

Utah statute calls for the UCAT President, in conjunction with the Board of Trustees, to “develop and implement a plan to inform the citizens about the availability, cost, and advantages of career and technical education.” UCAT was provided \$200,000 in one-time funds by the 2014 Legislature for FY 2015 to enhance the messaging/marketing processes of the UCAT system to Utah citizens.

A new UCAT Marketing Steering Committee was formed to assist the existing UCAT Marketing Committee in formulating a 2014-2015 marketing/messaging campaign. The Steering Committee includes: Trustees Mike Jensen and Jim Olsen, TATC Campus President Scott Snelson, BATC Vice President Troy Christensen, MATC Marketing Director Mark Middlebrook, OWATC Marketing Director Elsa Zwiefel, DXATC Marketing Director Jennifer Forbes, UCAT President Rob Brems and UCAT Public Relations and Marketing Director Jordan Rushton.

At the request of the Steering Committee, the UCAT Marketing Committee (consisting of marketing directors from each campus and the Office of the UCAT President) developed a system-wide message to be deployed from the UCAT Office and coordinated, as appropriate, with campus marketing plans. The Marketing Committee proposed the phrase “**rethink Education**” as the primary message for FY 2015. The Steering Committee enthusiastically received and endorsed the message for use with radio, television, and web advertising. The Marketing Committee also opted to continue UCAT’s contractual relationship with Fluid Advertising as a buying agent to make bulk purchases of media and maximize financial resources.

Additional to the new and traditional marketing efforts during FY 2015, the UCAT Student of the Year Program has now commenced with the donation of \$8,000 (\$1,000 per campus) by Zions Bank to be awarded to the eight campus students of the year prior to November 21. From that group, the 2014-15 UCAT Student of the Year will be identified and awarded a new car (24-month lease) with the Alan Hall Foundation as primary sponsor and several other supporting companies and associations as additional sponsors.

FISCAL IMPACT

\$200,000 – One-time marketing/messaging appropriated funds

\$20,000 – UCAT President’s Office FY2015 Marketing Budget

\$16,000 – (\$2,000 from each campus) for statewide cooperative marketing/messaging efforts (campuses will continue with their own local messaging using local campus funding)



RECOMMENDATIONS

Information/discussion only