

UTAH COLLEGE OF APPLIED TECHNOLOGY

AGENDA ITEM

UCAT BOARD OF TRUSTEES

08 June 2016

ITEM: III.V

TOPIC: Public Relations Report

BACKGROUND

The Marketing Representatives from the ATCs met in February and again in June at the UCAT Conference to discuss goals for FY 2017. They recommend that UCAT's strategy be to focus primarily on public relations rather than a UCAT marketing campaign. Beginning this next fiscal year, a new Public Relations Director will be hired to develop relationships with local media and promote technical education using success stories, events, and other note-worthy news from each of the colleges. Marketing will be done by individual colleges where they can reach their local communities.

Recently, UCAT was featured on Utah Matters, a KJZZ production with Acting Commissioner Jared Haines, Representative Stephen Handy, and SLCC Rep. We are scheduled for a spotlight with Utah Business Magazine, where the editor will be interviewing UCAT Board Chair Jim Evans and UCAT Student of the Year Shawn Owens in a 5-7 minute segment which will be promoted throughout Utah. We expect more of these types of engagements as we transition to a full public relations model.

Attachment:
none

