

UTAH COLLEGE OF APPLIED TECHNOLOGY
AGENDA ITEM
UCAT BOARD OF TRUSTEES
11 June 2015

ITEM: III.T

TOPIC: UCAT 2016 System-wide Marketing Events

BACKGROUND

Newly-appointed UCAT Marketing Director Elsa Zweifel and Assistant Director Kristin Smith will provide the board with a brief overview of UCAT Marketing and Messaging efforts planned for FY 2016. These efforts include the continuance of the UCAT Student of the Year Program, increased involvement in the Keys to Success Program with additional scholarships sponsored by donors, an additional television commercial still-to-be-produced and other efforts.

FISCAL IMPACT

\$84,000 – 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

