

UTAH COLLEGE OF APPLIED TECHNOLOGY

AGENDA ITEM

UCAT BOARD OF TRUSTEES

14 January 2016

ITEM: III.L

TOPIC: Update on UCAT 2016 Marketing/Messaging Campaign & UCAT Student of the Year Program

BACKGROUND

The “**rethink Education**” campaign has been active for over 12 months. This year we are expanding the campaign to include “HOW” to think about education in a new way. A new campaign that utilizes a game board, “Advance To Your Dream Job” will begin this month which emphasizes how taking a different path with Utah’s Applied Technology Colleges can save students, time, money and frustration while helping them advance to their dream career. Along with the new campaign, Career Coach is now available to help prospective students zero in on their interests and aptitude for specific career opportunities. It also drives them to each campus’ website that offers their program of interest where they can also request more information. This allows campuses to better track prospective students. UCAT banner ads will appear on Facebook, Instagram, Pandora, YouTube and LinkedIn for the next six months.



In addition to the traditional marketing efforts during FY 2016, the UCAT Student of the Year Program is at a very exciting stage and has already generated a great deal of positive publicity. Each ATC has named a campus Student of the Year and the final completion and Student of the Year Gala are days away. The eight campus winners will gather at the UCAT office on January 20th to meet the panel of judges and give their speech, interview, and submit an essay. Based upon the recommendation of the panel, three finalists will be announced the following night at the gala. The final three will speak to the audience and the UCAT panel will briefly gather to select the UCAT Student of the Year. Attached are the photos of each campus Student of the Year along with the college and program they represent.

RECOMMENDATIONS

Information/discussion only



2016 UCAT Student of the Year Candidates



**Tracy Allen ~ Bridgerland ATC
Automated Manufacturing**



**Brittany Baldy ~ Tooele ATC
Nail Tech, CNA**



**Ben Lords ~ Dixie ATC
IT, Graphics/Web Development**



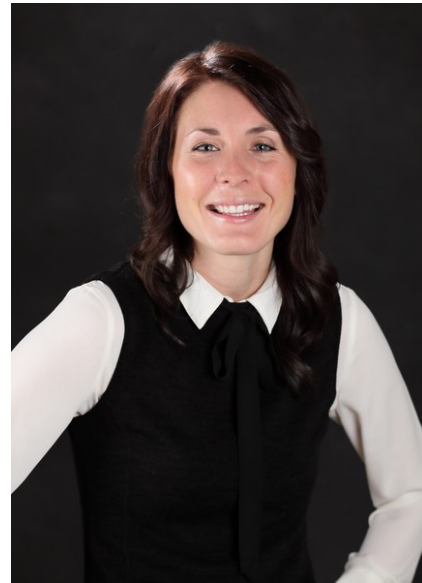
**Dot McFarland ~ Southwest ATC
Medical Assisting**



2016 UCAT Student of the Year Candidates



Shawn Owens ~ Ogden-Weber ATC
Non-Destructive Inspection



Danielle Palmer ~ Davis ATC
Digital Media Design



Shannelle Stevenson ~ Mountainland ATC
Medical Assisting



Chandler Vincent ~ Uintah Basin ATC
Welding