

Task Force Summer Report 2015 Enhanced Visibility and Profile

How often and for how long did your group meet over the summer? Was this adequate for the work you needed to do?

Our task force met once over the summer with the branding working group to review the “Big Idea” concept for the new brand strategy. The meeting lasted over two hours long.

The branding working group, which is a subtask force of the enhanced visibility and profile task force also met in late August for an hour long meeting

We felt this time was adequate to accomplish our key project this summer.

How much work were individual task force members responsible for between meetings?

It depended on the individual involved. Many of us that are more directly involved in the branding work were very engaged over the summer.

In addition, the staff involved in the national alumni chapter development were also busy this summer in preparation for the launch of three chapters.

What did/will the group accomplish this summer?

We are on track with the brand development efforts and are currently working on crafting the presentation of the branding concepts and then gaining feedback from key groups within the St. Thomas community on this important work. That work will continue into the month of September.

What are your goals for Fall 2015?

- Plan and fully prepare the brand strategy roll out and launch
- Implement the successful launch of three national alumni chapters to assist with Institutional Advancement and Admissions efforts
- Begin the planning process for the website redesign
- Obtain information to better understand the methodology supporting national rankings and the criteria utilized; examine the process in place for assessing St. Thomas outcome information
- Implement a survey to incorporate information from faculty to assist in our marketing efforts
- Implement year two strategies of the Admissions & Financial Aid Five-Year Plan

What are your goals for Spring 2016?

- Successfully launch the new brand strategy
- Initiate the website redesign process
- Expand communication with national higher education leaders
- Incorporate information from the survey of faculty engagement to strengthen brand messages utilizing various media
- Design dashboard metrics to measure the impact of the branding initiatives
- Restructure on-campus marketing efforts that result in consistent and uniform messaging across the university

Are there any resources your group feels you need to continue efficiently with your work?

At this time, we believe we have sufficient resources to move forward in our efforts. There will likely be additional resource needs identified as we work to achieve our goals.

Do you plan on any meetings or Brown Bags with the UST community this Fall and/or academic year?

We have a September 17th brown bag session on the brand concepts for the UST community. We are planning an internal brand launch ahead of the external brand launch that will be an event for the entire UST community.

What other task force(s) do you feel it is important that you collaborate with going forward?

A variety of task forces could be very helpful in organizing what we are doing around various efforts. For example, we could use partnership by the Catholic-inspired community service task force to inventory all of our service learning, volunteer hours by the campus community so that we can highlight that in our marketing efforts as well as apply to the President's community service honor which is a national distinction.