

## Spring 2023 Strategic Plan Progress Report: Branding, Marketing, and Communication

Goal/Strategy	Goal	Strategy	Progress	Challenges	Collaboration	Next Steps	Investments	Responsible Party/Submitter
1.a.	Build a unified and inspirational brand promoting local, regional, and national recognition for all entities of the University	Determine the current level of brand awareness and recognition among internal and external constituents and utilize that information to identify opportunities for improved branding	University Communications has engaged SimpsonScarborough, a nationally recognized higher education branding and market research firm, to conduct market research on our current level of brand awareness and recognition among both internal and external audiences.	N/A	There is a brand advisory group that includes representation from ODU Global; University Advancement; Student Engagement and Enrollment Services; Academic Affairs; and Diversity, Equity and Inclusion.	The research will continue over Summer 2023.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
1.b.		Identify a single, universal, overarching logo/mark to be utilized on all University communications and replace all forerunners	University Communications is actively working with departments who are using non-standard logos to provide them with guidance and approved logos and marks.	Since February 2023 alone, more than a dozen new logos or marks have been created by departments across the University.	N/A	Training needs to be provided to the campus community on the appropriate use of University logos.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
1.c.		Develop University brand standards, including an updated visual identity, and provide campus-wide training and resources to support proper usage	As part of the engagement with SimpsonScarborough, brand standards and visual identity will be updated. Training on various branding topics will be rolled out in Fall 2023.	N/A	N/A	University Communications will continue to work with SimpsonScarborough and finalize the training plan for Fall 2023.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
1.d.		Launch a faculty/administrator expert campaign to place University voices and research in national and large metro media outlets	A new Director of News and Media Relations has been hired. This individual is working on media training for faculty and administrators that will roll out in the fall.	N/A	N/A	Training will be rolled out in Fall 2023 for faculty and administrators.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
2.a.	Build infrastructure to optimize print, social media, and web engagement	Provide tools and resources to boost brand awareness, enhance targeting, and maximize content marketing about academic programs, student and alumni success stories, and Monarch life	Work on this is in its infancy. As we continue to staff up, this will evolve.	Hiring and onboarding is still needed for employees to work on this in a comprehensive and effective way.	N/A	All hiring and onboarding needs to be completed.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
2.b.		Create a digital workflow for story submission, usage, tracking, and assessment	A new digital form has been launched for collecting story submissions.	There is a lack of knowledge and resources for tracking and assessment.	N/A	There needs to be work toward developing skill sets in data analysis, so that efforts can be more effectively assessed.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
2.c.		Enhance the Digital Monarchs initiative to share Monarch stories more broadly	Digital Monarchs were reinvigorated this spring and used extensively for social media outreach.	N/A	N/A	The Digital Monarchs program will continue to be advanced.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
2.d.		Determine proper budget level, finalize organizational structure, refine processes, and fully staff University Communications based on institutional scope and size	The organizational structure for University Communications has been established. Processes are in progress, and hiring of appropriate staff is underway.	This is a challenging hiring environment for marketing professionals. As such, there have been several failed and relaunched searches.	Vice President for Human Resources, Diversity, Equity, and Inclusion September Sanderlin	Continue to hire and continue to mature the processes of the department.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt

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3.a.	Provide training to students, faculty, and staff on branding, marketing, and communication objectives, goals, standards, practices, metrics, and policies, as well as current best practices and emerging trends	Expand knowledge of brand, audiences, messaging, and usage of assets among internal and external constituents	A two-hour workshop was held on integrated marketing communications planning for campus communicators. More than 50 individuals attended.	N/A	N/A	Continue to offer workshops and trainings to the campus community.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
			In FY23, University Libraries continued to improve the effectiveness of its use of social media. Department of Engagement effectively harvested content from throughout the Libraries and coordinated distribution through social media, print, and online communications. Special Collections and University Archives also made particularly effective use of social media platforms to publicize and promote their collections.	Creating engaging content is labor-intensive; University lacks centralized platforms facilitating user engagement, leaving individual units to "do it alone."	University Communications	Acquire content creation and distribution tools needed to move Libraries engagement effort forward.	Investment in procuring content creation and distribution tools	Dean of Libraries Timothy Hackman
3.b.		Develop and require comprehensive training to ensure that marketing and communications efforts are aligned across all divisions of the University and are included with the onboarding of new staff and student communicators	Human Resources/Diversity, Equity, and Inclusion partnered with University Communications on messaging in support of important initiatives.	N/A	Vice President for University Communications and Chief Marketing Officer	Continued partnership on change management, inclusive excellence certificate, recruitment and retention strategies.	N/A	Vice President for Human Resources, Diversity, Equity, and Inclusion September Sanderlin
			No progress has been made toward required training.	N/A	N/A	N/A	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
4.a.		Install branded, way-finding signage to demarcate main campus entryways, walkways, and building interiors and exteriors	Administration and Finance, under the direct work of Facilities, is working on a comprehensive and up-to-date signage plan for the entire campus. Additionally, a gateway project is underway to bring more accessibility, visibility, and prominence to campus entrances. Once these projects are complete, the focus will shift to building entrances, both interior and exterior.	N/A	N/A	N/A	N/A	Vice President for Administration and Finance and Chief Financial Officer Chad A. Reed
4.b.	Better integrate the physical campus in branding, marketing, and communication efforts through campus beautification endeavors by emphasizing projects that maximize the University's brand identity, create a sense of place, promote wellbeing, foster a diverse community, and promote a unified look that engages students, faculty, staff, and guests	Enhance campus aesthetics and safety with lighting and projections	In FY23, the University Libraries hosted several student art exhibits in the gallery space located on the west side of Perry Library's first floor. These exhibits included student works displayed as part of the annual Undergraduate Research Symposium hosted by the Honors College and Perry Library, and works produced by students in the Fashion Merchandising and Studio Art programs.	N/A	Honors College and Art Department	Continue effectively soliciting student art to be exhibited in the gallery space within Perry Library	Possible expansion lighting and fixtures to exhibit art in the gallery space	Dean of Libraries Timothy Hackman
			In FY23, University Libraries began a multi-year effort to upgrade the physical environment in Perry Library, in order to make it more welcoming and inviting. These efforts are being funded with Libraries endowment funds. Accomplishments so far include replacing carpeting and repainting the 3rd floor atrium and Special Collections and University Archives Reading Room. Carpet replacement, repainting, installation of new shelving, and other upgrades will transform Perry Library first floor east into the home of the Naro Video Collection in Fall 2024.	Funding to improve the physical environment is coming from the Libraries budget, so efforts must be sustained and gradual over many years.	Facilities Management and Information Technology Services	Sustain funding to continue accomplishing gradual improvements in spaces throughout Perry Library	Cost of ongoing improvements on 3rd floor of Perry Library are estimated to be \$70,000. Cost to create the Naro Video Collection space within Perry Library is estimated to be \$175,000.	Dean of Libraries Timothy Hackman
4.c.		Install public art across campus utilizing artifacts from the permanent collection and projects completed by faculty, students, and visiting artists, dovetailing with improvements in landscaping and greenspaces	The following has occurred: developed comprehensive public art framework plan in collaboration with VIA Architects; created a public arts fund account with the Educational Foundation; reinstalled and refurbished Vollis Simpson whirligig at the intersection of 45th Street and Monarch Way; installed large-scale Kim McCoy sculpture in Perry Library Learning Commons; planned for a second whirligig installation (also from the permanent collection) outdoors above a campus pond; identified locations outside Gordon Art Galleries, the new Biological Sciences Building, and new retail/residential complex at 42nd Street and Hampton Boulevard for public art. Please note that Administration and Finance will continue to assess existing landscaping and greenspace element features for opportunities that dovetail with ongoing improvement projects.	Financial resources related to acquisition, installation, and maintenance of artworks.	VIA Architects, Arts@ODU/College of Arts and Letters; Barry Art Museum; and Administration and Finance	Discuss collaborative RFP and cost-share with City of Norfolk and identify matching funds from University.  Request new public art endowment to allow for acquisition, installation, and maintenance of future works throughout campus.	New public art endowment	Executive Director for the Arts Cullen Strawn, Ph.D.
			Throughout FY23, Perry Library hosted public art installation "Patterns of Love" by ODU alumna and current EVMS art therapy program student Kim McCoy. The Libraries worked with McCoy to promote the installation through University communications, Libraries social media platforms, and in-person programming.	There were some physical challenges related to installation of large piece, but the overall project went smoothly.	Arts@ODU/College of Arts and Letters; Art Department; Facilities Management; and Information Technology Services	Sustain momentum by identifying new public art for installation in University Libraries	Investment in this area primarily takes the form of employee time spent building relationships	Dean of Libraries Timothy Hackman
4.d.		Identify arts spaces in the regional community that could be co-branded for University-sponsored performances	A small committee met to discuss possible venues, especially spotlighting opportunities opened up by the rebranding of the Health Center near downtown Norfolk, including TCC Roper Performing Arts Center; Attucks Theatre; Harrison Opera House; Perry Pavilion; and Kaufman Theater at the Chrysler Museum of Art	Developing schedules and fee structures that align with the University's academic calendar.	Seven Venues and other groups TBD	Open discussion with Seven Venues	TBD	Executive Director for the Arts Cullen Strawn, Ph.D.