



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: USM Branding Campaign

COMMITTEE: Advancement Committee

DATE OF COMMITTEE MEETING: October 31, 2012

SUMMARY: In anticipation of the USM's 25th anniversary, the USM Office will be launching a branding campaign to heighten awareness of our work throughout the state. The Office will be conducting a fundraising campaign to attract sponsors to fund the effort.

ALTERNATIVE(S): No alternative is suggested.

FISCAL IMPACT: There is no fiscal impact

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION: Information DATE: 11/27/12

BOARD ACTION: N/A DATE:

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University System of Maryland 25th Anniversary Branding Campaign

The University System of Maryland (USM) turns 25 on July 1, 2013. This milestone offers the USM an opportunity to develop and launch a one-year focused effort to:

- highlight the university system's value to the state even more;
- educate more people about who and what the system is; and
- celebrate the system's excellence

While this significant milestone offers USM the opportunity to tout its achievements, the celebration must be structured so that it focuses exclusively on what USM does for the people it serves—students, individuals and communities; businesses and other organizations; and the citizens of Maryland in general. It should provide evidence of how the university system is moving forward the goals of its strategic plan, **Powering Maryland Forward**. It should also encourage widespread participation of the celebration, both inside and outside of the USM.

The development and implementation of the celebration will comprise three general components:

- Aggressive demonstration of USM's value to the students it serves and to the State of Maryland by pitching stories and opinion pieces to the media and system-wide and institutional communications; using social media to disseminate messages; celebrating alumni and their stories; and partnering with outside organizations to communicate USM messages.
- Widespread celebrations of the 25th anniversary, including a system-wide virtual birthday party; on-site celebrations at the USM office, on campuses, and at regional centers; and contests to win 25th-anniversary prize packs.
- A branding component including the development of a 25th anniversary logo, tagline, messaging, micro-website, traveling exhibit, and targeted advertising based on the results of baseline research.

To support this effort and gain buy-in from individuals and organizations statewide, the USM will seek 25 sponsors at the level of \$5,000 each. Each sponsor of the USM's 25th anniversary will gain visibility for their organization through the USM and institution websites, social media, at events, and in other materials related to the anniversary. These sponsorships provide an opportunity to align with USM excellence and to demonstrate support for the state's public higher education system and its tremendous value to students and the state.