



MARKETING THE SYSTEM
Board of Regents Retreat
October 23, 2015

Why Market the System?

- To provide stronger advocacy for state and other funding.
- To help attract students.
- To garner political and community support.
- To further understanding of our benefits to the state.
- To increase understanding of the system's impact on society.
- To capitalize even more on the system's national reputation for excellence.
- To complement/reinforce/support/advance the individual marketing efforts of our universities and regional centers.

Messaging to Guide System Marketing

- USM leverages its systemwide expertise and resources to positively impact society.
- USM plays a leading role in advancing the state educationally, economically, and socially.
- USM provides excellent, affordable, and diverse opportunities that facilitate traditional and innovative pathways to student access and student success.
- Invest in USM. Get an excellent return.

Brief Discussion

- What do you see as the benefits of marketing the system more aggressively?
- Do you see any downsides in marketing the system?
- In marketing the system, what would you promote as our brand promises?

Next Steps

- Conduct market research to benchmark understanding/perceptions/attitudes.
- Use the USM Communications Council as the system marketing advisory group.