



UNIVERSITY SYSTEM of MARYLAND

MARKETING THE SYSTEM

Board of Regents' Retreat

November 30, 2016

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.

OUR STRATEGIC PRIORITIES (communications and marketing foundation)

- Foster and increase student success.
- Drive state's economic and workforce development.
- Use our resources effectively and responsibly.
- Nurture and grow national eminence.

GENERAL CORE MESSAGES (based on our strategic priorities/supported by specific data points)

- USM serves students, communities, organizations, and the state of Maryland with excellence and innovation.
- As a major partner of the state, USM moves Maryland forward, intellectually, economically, socially, quality of life.
- USM provides affordable, diverse opportunities, and multiple pathways that support and promote student success through graduation and beyond.
- USM uses its resources responsibly and yields excellent return on investments.
- *System Value (why a system?): USM leverages its systemwide resources and expertise (institutions, regional centers, research labs, extension centers, etc.) to help advance society.*

TOWARD A MORE STRATEGIC AND INFORMED APPROACH

- The USM Office will engage a company to do a formal study of target audiences' perceptions and understanding of the system.
- Based on study results, USM will determine if there is a need for a comprehensive marketing campaign and, if so, determine the campaign's focus.
- Given the course of events during the next several months (aftermath of general election, holiday season, Maryland's 2017 legislative session), we are planning to launch the study in spring 2017.

QUESTIONS

- Is there a need for a more comprehensive marketing campaign?
- If so, why and what should/could be the focus?
- Who should be the primary audiences for a campaign (governor, legislators, business community)?
- How can the system office and institutions collaborate more on marketing the system?