Agenda

• Branding and Visioning
• Legislative Update
• Enrollment Update
• Budget Update
• Performance Appraisal Update
• Policies
Branding and Visioning
UNI Integrated Marketing Council
Branding Working Group

Jess Betts
University Relations

Amanda Jahnke Sauer
College of Social & Behavioral Sciences

Nathan Christensen
Athletics

Sarah Pauls
College of Humanities, Arts & Sciences/Gallagher Bluedorn

Cassie Mathes
Director, University Relations
TAKEAWAY RECAP

01 The Importance of Brand
02 Storytelling & Messaging
03 Digital Presence
04 Areas of Need
Brand is one of the most important assets a university can leverage.

A brand is a perception, and that perception is shaped by every single experience a person has with your organization. A brand is a story … and it has to ring true.

- 160over90
Moving forward with branding efforts at UNI.

1. Research: Define the UNI Experience with internal and external audiences.
2. Experience: Rethinking our brand experience as holistic and on-going.
3. Education: Everyone needs to understand the brand and what it means for them.
#3 Education: Branding A Deeper Dive

Brand is more than a logo or a tagline; it is a strategic endeavor.

Michelle Bonterre  
Chief Brand Officer  
Dale Carnegie
Branding A Deeper Dive

A strong brand binds us internally and it differentiates us externally.

Brian Resnick
Director, Global Brand & Communication Services
Deloitte
## Branding A Deep Dive

<table>
<thead>
<tr>
<th>Branding</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding is why</td>
<td>Marketing is how</td>
</tr>
<tr>
<td>Branding is long-term</td>
<td>Marketing is short-term</td>
</tr>
<tr>
<td>Branding is macro</td>
<td>Marketing is micro</td>
</tr>
<tr>
<td>Branding defines trajectory</td>
<td>Marketing defines tactics</td>
</tr>
<tr>
<td>Branding builds loyalty</td>
<td>Marketing generates response</td>
</tr>
<tr>
<td>Branding is the being</td>
<td>Marketing is the doing</td>
</tr>
</tbody>
</table>

The difference between branding and marketing

Developed by Matchstic
Branding A Deeper Dive
Branding A Deep Dive

Branding Process

- Conducting Research
- Clarifying Strategy
- Designing Identity
- Creating Touchpoints
- Managing Assets
Methods & Timeline Draft

STEP 1: RESEARCH (Oct ‘18 - June ‘19)
STEP 2: ENGAGE AGENCY (March - April ‘19)
STEP 3: BRAND POSITIONING / CAMPUS ENGAGEMENT OPPORTUNITIES (Apr - Aug ‘19)
STEP 4: POTENTIAL CONCEPT TESTING (late Summer, early Fall ‘19)
STEP 5: FINALIZE POSITIONING, STRATEGY & CREATIVE (Fall ‘19)
STEP 6: BRAND LAUNCH CELEBRATION & EDUCATION (Fall ‘19)
STEP 7: MAINTENANCE / MEASUREMENT (Fall ‘19 - ongoing)
Methods & Timeline Draft

STEP 1: RESEARCH (Oct ‘18 - June ‘19)

STEP 2: ENGAGE AGENCY (March - April ‘19)

STEP 3: BRAND DISCOVERY AND POSITIONING (Apr - Aug ‘19)

STEP 4: POTENTIAL CONCEPT TESTING (late Summer, early Fall ‘19)

STEP 5: FINALIZE POSITIONING, STRATEGY & CREATIVE (Fall ‘19)

STEP 6: BRAND LAUNCH CELEBRATION & EDUCATION (Fall ‘19)

STEP 7: MAINTENANCE / MEASUREMENT (Fall ‘19 - ongoing)
UNI BRAND RESEARCH

Conducted by

University of Northern Iowa
Center for Social and Behavioral Research

Strategic Marketing Services
University of Northern Iowa
RESEARCH METHODOLOGY

Qualitative + Quantitative

Internal + External
QUALITATIVE METHODS

Internal Audiences

Staff, Faculty & Students Focus Groups – Completed
Minority Students Focus Group – Completed
QUALITATIVE METHODS

External Audiences

Parents of Current UNI Students Focus Groups – Completed
Cedar Valley Leaders Focus Groups & Interviews – Completed
UNI Alumni Board Group Discussion – Completed
Iowa HS Counselors Group Discussion – Completed
UNI Alumni Interviews – Completed
Minority Prospective Students & Parents Focus Groups – In
Staff, Faculty & Students Online Study – Completed
UNI Alumni Online Study – Completed
Iowa Businesses Online Study – Completed
Prospective HS & Parents Online Study – In Progress
Iowa HS Counselors Online Study – In Progress
Statewide Resident Telephone Study – In Progress
Iowa Media Online/Mail Study – Upcoming
RESEARCH PARTICIPANTS TO DATE:
2,787 and more to come
What’s Next

STEP 1: RESEARCH (Oct ‘18 - June ‘19)

STEP 2: ENGAGE AGENCY (March - April ‘19)

STEP 3: BRAND DISCOVERY AND POSITIONING (Apr - Aug ‘19)

STEP 4: POTENTIAL CONCEPT TESTING (late Summer, early Fall ‘19)

STEP 5: FINALIZE POSITIONING, STRATEGY & CREATIVE (Fall ‘19)

STEP 6: BRAND LAUNCH CELEBRATION & EDUCATION (Fall ‘19)

STEP 7: MAINTENANCE / MEASUREMENT (Fall ‘19 - ongoing)
Purpose of RFP

The University of Northern Iowa seeks engagement from an experienced branding and marketing company to assist UNI with building, development, updates, planning, and initial implementation of an updated branding position, identity and platform for execution. This new brand work will enhance institutional identity, increase regional/national reputation and improve recruitment and retention rates. **Utilizing research provided by the University, the company will provide strategic direction in brand identity, messaging and creative principles for long-term brand strategy.** This work is to be done in close collaboration with the Office of University Relations (UR) and the Integrated Marketing Council (IMC) with the goal of delivering initial recruitment-focused marketing applications that will form the foundation for further creative work to be executed by University teams.
Campus Engagement

- Research:
  focus groups, interviews & surveys

- Next steps:
  campus community top of mind
Rollout ETA

- Moving beyond campaigns & taglines
- Fall 2019 launch & celebration
- Continued maintenance & measurement

If you don't have time to do it right, when will you have time to do it over?

-John Wooden
FINAL IMC UPDATE FOR AY 2018-19

Storytelling Working Group
University Council: Monday, April 15
Future Visioning Workgroup
The Foundation for Our Fourth Half Century

UNI’s Vision in 2051

- Purpose
- Future Visioning Workgroup appointed in Spring 2018
- Representation from each division
- Environmental scan – landscape review – Summer 2018
Future Visioning Workgroup

Randy Pilkinson and Drew Conrad, Co-facilitators

Tim Kidd           Tristan Bernard           Julianne Gassman
Amy Petersen       Carter Nordman           Mike Zwanziger
Dan Bumblauskas    Paula Knudson            Andrew Morse
Drew Stensland     Jamar Thompson           Kent Johnson
Patrick Pease      Kristin Woods             Tim Hurley
                  (community)
Topical presentations and research – Summer and Fall 2018

Demographics, work/careers, general education, student experience and success, diversity and inclusion, distance education, facilities, AI and big data, community engagement and partnerships, shared governance
Next steps

Share draft and conduct feedback sessions with:
- Colleges, Faculty Senate, Student Groups, Athletics, BCS
- Community, Alumni Association, Foundation

May Leadership Retreat
QUESTIONS?
Governor Reynolds FY20 budget recommendations:
- $4 M in new general fund appropriations
- $38 M for ITC over four years

House targets: $48 M in add’l educational appropriations; Senate targets not yet released

Legislative Issues:
- Tenure
- Free Speech on Campus

UNI Day at the Capitol held on February 18, 2019
Enrollment Update
Budget Update
UNI Day at the Capitol held on February 18, 2019

Performance Appraisal Update

• Draft revisions include:
  • Moved goals section to the beginning and removed the rating to require narrative only
  • Reduced the number of ratings from 5 to 3 and updated the rating definitions
  • Reduced the number of performance category sections
  • Added greater emphasis on strategic initiatives and diversity & inclusion by connecting it with division & departmental goals
  • Combined two different Merit forms into one form
3.16—International Students Health Insurance Policy Requirements

- Amends the exceptions from automatic enrollment in the Student Health Insurance Plan (SHIP) for international students.

- Allows students who are enrolled in a custom program for eight weeks or less who have insurance approved by host department to gain exception.
4.48—Catastrophic Leave

- Updates the definition of personal catastrophic illness or injury
- Clarifies medical leave duration of maternity leave begins immediately following the birth of a child
- Updates limits for receipt, use, and administration of catastrophic leave
4.58—Military Leave

- Informs eligible employees of their rights under state and federal law in the event they are called to active duty

- Provides guidance on paid and unpaid Military Leave

- States the employee shall be entitled to the position held if the continuous service were not interrupted by Military Leave

- Outlines UNI-provided health insurance coverage relating to military leave
4.77—UNI International Travel Safety Policy (Faculty and Staff)

- Recognizes changes by the U.S. Department of State travel advisory system
- Requires notice of travel 30 days in advance
- Revises International Travel Oversight Committee procedures
- Requires department-funded war and insurrection insurance if UNI-approved travel is to a region with specific risk
6.10—Academic Freedom, Shared Governance, and Academic Responsibility

- Updates academic responsibilities section
- Requires research conducted on animals be reviewed by the Institutional Animal Care and Use Committee
- Updates faculty responsibilities to students, colleagues, and the university
6.15—Professional Development Assignment

- Change of policy number—moving from *Chapter 4: Employment Policies* to *Chapter 6: Faculty Employment Policies*
- Specifically encourages scholarly activity supported under grants, contracts, fellowships, or University research awards
- Removes outdated language
- Updates administrative references and procedures
8.01—Equipment and Other Property Management

- Updates policy to clarify additional qualifying property in line with federal and University definitions

- Updates procedures to reference UNI’s Purchasing Guidelines and Procedures Manual

- Requires damage or loss to be reported as soon as reasonably possible to the Accounting Manager

- Updates procedures for disposal of University property

- Specific section added for equipment tagging
Establishes guidelines for the acquisition and display of public art placed on campus

Charges UNI Art and Architecture Committee with recommending the acquisition and placement of public art on campus

Sets provisions for art in State Buildings, Public Art Donations, and Temporary Public Art

Sets procedures for removal of any public art from university holdings
12.05—Graduate Assistantship Grievance

- Updates formal complaint filing timelines and modifies from calendar days to class days.

- Allows grievant and grievant’s supervisor to present evidence pertaining to the complaint.

- Line of review is preserved: Department Head/Director/College Dean, Dean of Graduate College, Provost and EVP.

- Provost and EVP determination remains final internal remedy.
Thank You!