University Brand and Integrated Marketing Advisory Committee

Overview
The University of Indianapolis is embarking on a comprehensive effort to develop a strategic reputation management strategy through an integrated marketing and communications (IMC) model. IMC encompasses a university-wide effort to raise awareness and appreciation for our institutional values, priorities, messages and countless stories – and to do so using the most effective channels that our audiences recognize, engage and react. The model embraces a comprehensive, collaborative, outcomes-focused organization.

Essentially, by building a culture of collaboration integrating our marketing and communications efforts we amplify the university’s reputation, enhance the value of a UIndy degree and raise awareness of “education through service.”

The value of a synchronized marketing and communication strategy will provide the foundation that:

- Enhances the reputation of our university;
- Aligns external perceptions, image and expectations with the university’s promises, distinctiveness, identity and community engagement;
- Raises awareness of faculty, student and alumni success and accomplishments;
- Results in a stronger, more consistent image;
- Advances the level of alumni satisfaction and engagement;
- Enhances our ability to continue to attract and retain outstanding students, faculty and staff.

Charge
Working with the Vice President for University Communications and Marketing, the committee will over time develop a set of priorities that initially include:

1. Helping to identify opportunities for resources, expertise and support to establish an integrated marketing and communications strategy that supports the university’s goals related to recruitment, advancement and strategic initiatives and advances the institution’s reputation;
2. Contributing to the understanding of the university’s current identity and distinctiveness among key target audiences, influencers and stakeholders;
3. Identifying opportunities and to support efforts to strengthen the universities reputation and brand as a distinctive, relevant and innovative institution;
4. Supporting and serving as champions of an integrated marketing and communications culture through effective and efficient use of resources and expertise to best support the goals of the university’s strategic plan; and
5. Assisting in the completion of feasibility analysis to determine resources and support the development and rollout of new operational and strategic initiatives that enhance the university’s brand and reputation.

Term of Membership
Reporting to the President, members will serve two years and may be reappointed by the President for an additional term.

The Vice President of University Communications and Marketing will lead/chair the committee.

Members
- University Communications and Marketing (Jeanette DeDiemar, VP University Communications and Marketing), Chair
- University Public Safety (David Selby, Chief of University Police)
- Alumni Engagement (Andy Kocher, Assistant Vice President, Alumni Engagement)
• Athletics (Jackie Paquette, Assistant Director of Athletics)
• Professional Edge (Corey Wilson, Associate Vice President)

Faculty (3 representatives)
• Jenny Fogo, Associate Professor, Director CHS Post-professional Programs
• Scott Uecker, General Manager of WICR-FM and Instructor of Communication
• Lynn Wheeler, Assistant Professor, Teacher Education

Students
• Student Athlete (Iman Tucker, Senior)

Consider as future committee members (to discuss with committee members):

Students
• Representative from Top Dog PR
• Student Leadership/Government (student government president, vice president -- or appointed by the president)

Administration
• Student Affairs (recommendation from Kory)
• Admissions/undergraduate (Ron Wilks)
• Recruitment Graduate/SAL (Bethany Baugh)
• International Partnerships (Mimi Chase?)
• Optional/Information Technology (recommendation from Steve Herriford)
• Optional/Facilities/Capital improvements (Andrea Newsom)
• Community Partnerships/University Arts & Culture (music, galleries, exhibitions, performances, etc.) (Peter Nichols)
• Human Resources/Business Services/Vendor Relationships (recommendation from Michael Holstein)
• Centers