FEBRUARY 2016 UPDATE: IMPLEMENTATION TEAM IV

Broaden our reputation as a first-choice university leading to enhanced enrollment, alumni engagement, and philanthropic support.

Fall 2015-Summer 2016 Strategy: Utilize technology and branding philosophy to improve broader recognition of the University of Hartford, increase alumni engagement, grow philanthropy, and support student performance, retention, and success. Implement a change to institutional culture by creating a campus environment that defines and supports stronger connections to the University of Hartford for students, faculty, staff, alumni, employers, and the broader world.

Work Completed Summer 2015 to Date plus Deliverables:
- Director of Student Financial Assistance and Brand Strategist positions filled.
- Restructure of Office of Marketing and Communication nearly completed.
- Alumni survey completed.
- Partnerships established with HRD, Retention Task Force, and Administrative Partnership Council.
- Continued deployment of visual identity rebranding across websites of several schools and colleges.
- Piloted service-focused, brand-driven training program to Facilities management staff and HRD leadership.

Campus Engagement and Communication:
- Identify and engage key campus operations, services, and service partners with the shared goal of enhancing institutional reputation and image.
- Institute awareness campaigns around the impact of philanthropic giving across campus for both restricted and unrestricted purposes.
- Develop a data collection and analysis strategy for employee engagement and retention.

Measures of Success and Impact:
- Pilot/Model service-culture training program launched with 30 participants.
- Meaningful growth in percentage of faculty, staff, and alumni giving.

Projected Strategy for Fall 2016-Summer 2017:
- Ensure reputation-building initiatives and activities consider and address the diversity of stakeholder groups (e.g. employees, customers, visitors, donors) and identify opportunities for strategic partnerships with campus programs.
- Launch data-collection effort to identify elements of University pride, and where improvement might be made, particularly with campus employees and non-graduating, departed students.
- Mobilize campus-wide efforts to fully operationalize the brand including a listening tour of campus service providers and partners, and the development of a service-focused training framework.