



Goal/Strategy	Goal	Strategy	Progress	Challenges	Collaboration	Next Steps	Investments	Responsible Party/Submitter
1.a.		Determine the current level of brand awareness and recognition among internal and external constituents and utilize that information to identify opportunities for improved branding	University Communications has engaged SimpsonScarborough, a nationally recognized higher education branding and market research firm, to conduct market research on our current level of brand awareness and recognition among both internal and external audiences.	N/A	There is a brand advisory group that includes representation from ODU Global; University Advancement; Student Engagement and Enrollment Services; Academic Affairs; and Diversity, Equity and Inclusion.	The research will continue over Summer 2023.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
1.b.		Identify a single, universal, overarching logo/mark to be utilized on all University communications and replace all forerunners	University Communications is actively working with departments who are using non-standard logos to provide them with guidance and approved logos and marks.	Since February 2023 alone, more than a dozen new logos or marks have been created by departments across the University.	N/A	Training needs to be provided to the campus community on the appropriate use of University logos.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
1.c.		Develop University brand standards, including an updated visual identity, and provide campus-wide training and resources to support proper usage	As part of the engagement with SimpsonScarborough, brand standards and visual identity will be updated. Training on various branding topics will be rolled out in Fall 2023.	N/A	N/A	University Communications will continue to work with SimpsonScarborough and finalize the training plan for Fall 2023.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
1.d.		Launch a faculty/administrator expert campaign to place University voices and research in national and large metro media outlets	A new Director of News and Media Relations has been hired. This individual is working on media training for faculty and administrators that will roll out in the fall.	N/A	N/A	Training will be rolled out in Fall 2023 for faculty and administrators.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
2.a.		Provide tools and resources to boost brand awareness, enhance targeting, and maximize content marketing about academic programs, student and alumni success stories, and Monarch life	Work on this is in its infancy. As we continue to staff up, this will evolve.	Hiring and onboarding is still needed for employees to work on this in a comprehensive and effective way.	N/A	All hiring and onboarding needs to be completed.	N/A	Vice President for University Communications and Chief Marketing Officer Jaime Hunt
2.b.		Create a digital workflow for story submission, usage, tracking, and assessment	A new digital form has been launched for collecting story submissions.	There is a lack of knowledge and resources for tracking and assessment.	N/A	There needs to be work toward developing skill sets in data analysis, so that e TD.0-12.6w4 .0038fc-.0038fw[Mark]21.(et)-4.1(i)13.7(n)3.7(g)21.6O)11.5(f)-2.5(fi)13.7(cer Jai)13.7(m)13.6e )J13.99 -1.2321 TD.0		



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