

Strategy 1

Align communicators, marketers and public relations professionals and operations at each campus and Central Administration into five cohesive, integrated groups—representing the brands of each university within the University of Nebraska system—to drive greater impact and outcomes, while significantly improving return on our communication and marketing investment.

Strategy 2

Reduce overall marketing dollars; pool and prioritize overall marketing spend to align with and drive university goals.

Additional Description:

The Marketing/Communication/PR BRT will explore the best way to integrate communicators, marketers and public relations professionals and operations into a more cohesive, unified communication function at each of the four campuses and Central Administration.

The goal: to fully leverage people, finances, and other resources and to enhance strategic delivery. Each campus will work toward cohesive communication and marketing strategies that all colleges and units will contribute to and commit to. We will also look at resources broadly, and develop a plan to make the most effective use of all resources to meet campus, college and unit goals.