



UTAH SYSTEM OF  
HIGHER EDUCATION

# MEMORANDUM

TAB D

September 17, 2021

## Statewide Higher Education Advocacy and Awareness Campaign Update

The Commissioner's office is pleased to inform the Board that Fuel Marketing was selected as the agency to build out Utah's statewide higher education advocacy and awareness campaign. The agency was selected for their expertise with education and government clients and experience in research and holistic media campaigns. The Commissioner's office researched, met with, and vetted other marketing and public relations firms in the state to make the best selection.

Two workgroups have been established to offer their feedback and expertise throughout the development and implementation of the statewide higher education campaign. Members of those workgroups include:

### Communications & Marketing Workgroup

- Trisha Dugovic, Communications Director, Commissioner's office
- Genevieve Johnson, Design Director, Commissioner's office
- Brian Rasmussen, Marketing Director, University of Utah
- Mark Peterson, Public Relations Director, Utah State Board of Education
- Nikki Koontz, Executive Director, Marketing Communication, Southern Utah University
- Stephanie Carter, Vice President of Public Affairs & Student Advancement, Uintah Basin Tech
- Jennifer Forbes, VP of PR/Marketing Dixie Technical College
- Bryn Ramjoue, Director of Marketing, my529
- Ashley Reyes, Manager of Student Aid, Research, and Policy, UHEAA
- Sean Farris, Director of Marketing, Recruiting and Institutional Effectiveness, Tooele Technical College
- Scott Trotter, Senior Director of Communications, Utah Valley University
- Adrienne O'Brien, Director of Public Relations and Marketing, Bridgerland Technical College
- Melanie Hall, Director of Marketing & Community Relations, Davis Technical College
- Maria Milligan, Marketing Manager, Ogden-Weber Technical College
- Teri Clawson, AVP for Enrollment Management, Snow College
- Bill Plate, VP of Marketing and Communications, Utah State University

## **Board & Staff Workgroup**

- Pat Jones, Board member
- Crystal Maggelet, Board member
- Arthur Newell, Board member
- Shawn Newell, Board member
- Harris Simmons, Board Chair (*as available*)
- Valirie Serawop, Student Board member
- Tanner Marcum, Student Board member
- Laís Martinez, Special Assistant to the Commissioner for EDI
- Melanie Heath, Associate Commissioner of Strategic Initiatives and Access
- Zachary Barrus, Assistant Commissioner of Research
- Kim Ziebarth, Associate Commissioner of Technical Education
- Cassidy Stortz, Scholarship, Scholarship and State Programs Director
- Julie Hartley, Associate Commissioner of Academic Education

## **Next Steps**

- A draft strategy, timeline, and preliminary assets will be presented to the Board at their Oct. 29 Board committee meetings.
  - In early October, prior to this presentation, draft strategies and materials will be shared with both campaign workgroups for review and feedback.
- An initial soft launch of phase one of the campaign is anticipated to take place in November 2021.
- We are looking at a spring 2022 launch of phase two of the campaign, which will focus on addressing misconceptions in higher ed and the value/ROI of higher ed. Phase two will require a baseline survey.

## **Commissioner's Recommendation**

This is a discussion item only; no action is required.