



UTAH SYSTEM OF
HIGHER EDUCATION

MEMORANDUM

TAB D

October 29, 2021

Statewide Higher Education Advocacy and Awareness Campaign Update

Fuel Marketing, the selected agency for Utah's statewide higher education advocacy and awareness campaign, will update committees on the progress of campaign development to this point. They will present a detailed campaign timeline outlining major launch and reporting dates, goals broken down by campaign phases, and the messaging approach and direction.

Both the Marketing/Communications workgroup and the Board/OCHE staff workgroups met prior to the October committee meetings and shared their feedback on the items outlined above, which was implemented into the materials presented to Board committees.

Next Steps

- Campaign workgroups will convene in November, prior to the launch, to review the campaign landing page, finalized messaging, and tracking mechanisms.
- 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.