



UTAH SYSTEM OF  
HIGHER EDUCATION

# MEMORANDUM

TAB K

May 20, 2022

## Higher Education Advocacy and Awareness Campaign Update

### **Phase 1: Digital and Social (Launched)**

Phase one of the Higher Education Advocacy and Awareness Campaign has launched. The phase one launch of digital and social includes broad messaging aimed at putting college on the minds of Utahns, including adults and underrepresented populations. College Is Utah launched on the campaign website, newsletter, social media profiles, and on digital and social ads. The digital and social portion of the campaign will reach the widest set of Utah's population.

The main goal of digital and social is to build awareness and confidence in the public about the campaign and its future messaging about higher education. This initial launch will focus on general awareness and messaging that has mass appeal.

This foundational piece will support sequential phases throughout the entirety of the campaign to address higher education misconceptions and barriers and emphasize higher education value and return on investment.

### **Phase 2: Outreach and Community Engagement (In Development)**

Phase two development is beginning. This critical piece to the campaign will dive deeper into more personalized messaging and engage with community groups. This phase will include a great deal of stakeholder meetings and outreach to build public trust. This phase will include the development of a baseline survey that will be used to delve further into key research that has already been done to fine-tune effective and engaging messaging.

Phase two will also implement the traditional media component to this campaign once high-performing digital ads and messaging have been identified to use in print.

### **Phase 3: Optimization and Expansion (TBD)**

#### **Commissioner's Recommendation**

This is an information item only; no action is required.