



| 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 | | |



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