

BRANDING & MARKETING

Start: July 1, 2024

Budget: \$500,000

Finish: June 30, 2025

Actual YTD: \$0

MARKETING & BRAND STRATEGY PROJECT WORKFLOW

Task	Jan	Feb	March	April	May
Kick-off/Onboarding	█				
Discovery		█			
Asset Submission	█				
Brand Assessment		█			
Research		█			

RISK/MITIGATION

While the project timeline indicates a generally linear process, the assumption is that, with so many different workflows and deliverables, overlap of project tasks are a given and could be subject to change. Likewise, the state RFP process dictates progress until the partner is determined and could cause delays.

Q1 HIGHLIGHTS

- ✓ RFP assigned to state procurement officer
- ✓ Scoring panel and subject matter experts identified
- ✓ Vetted recommended vendor list provided to state
- ✓ RFP published on 8/28/24
- ✓ Provided answers and additional information in response to questions submitted by interested agencies
- ✓ Amendment posted 9/30/24

Q2 OBJECTIVES

- Receive proposals and further instructions from the state soon after 10/15/24 deadline
- Convene scoring panel to be trained on evaluation process
- Review proposals
- Evaluate and score proposals
- Oral presentations by up to 3 top agencies
- Final evaluation of proposals
- Contract awarded

Status:
 Lead: Joseph Miller
 Pillars: Excel
 Date: 11/25/24

DESCRIPTION

Phase one includes evaluation and strengthening of brand to create a comprehensive strategy that will unify marketing efforts across the university. Potential partner currently being determined through RFP.

