

Dear Advisory Council Members:

As many of you will recall, last year we reviewed with you a new messaging platform for the university, Be Boulder. We had several goals for this platform which included:

- Beginning the process of aligning the many (hundreds of) units across the university to a common look, feel and messaging style from the university. Many units did not even reference the university in their materials or websites, let alone align to a common messaging platform.
- Shifting the public view of the university as a “party school” to one of being the top tier academic research institution that it is. And,
- Enhancing the reputation – or the overall positive view - of the university

Attached is a presentation that gives you some idea of the work done thus far as well as the metrics we have tracked related to the public view of the university within Colorado. The quick highlights are:

- We developed and launched a digital media campaign to generate more applications from around the state and key out-of-state markets and to begin to shift the opinions of CU-Boulder around the state.
 - Results: prospective students
 - 15,000+ prospective students created an account on MYCUBoulder through a link from the ads, through which they could apply
 - 6,000+ of those applied
 - 3,000+ of those confirmed
 - 75% completion rate on 4.8 million video views
 - Results: opinion leaders
 - 122,000 click throughs to the Be Boulder. website
 - 74% completion rate on 5.3 million video views
- Talmey-Drake voter opinion survey
 - 2014-15: Over the 12 months, we achieved a 6% shift up in “very positive” views of CU-Boulder
 - Very positive views shifted the up the most (9%) in the Northern Corridor of CO and the Western Slope.
 - Those that read news about us, or saw ads, had a much higher favorable view of CU-Boulder than the total group surveyed.

One of the key issues around alignment is necessarily our brand. This is not a normal discussion for university deans or other lead administrators, but we have begun that conversation of what we commonly view to be our brand to be (and what we think it can be). I have attached a summary of that discussion. We will be interested in engaging you at the meeting next week to hear what you think the brand of CU-Boulder is and what it can be.

Kind Regards,

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