Broaden our reputation as a first-choice university leading to enhanced enrollment, alumni engagement, and philanthropic support.

- **12 month strategy**: utilize technology and branding philosophy to improve broader recognition of the University of Hartford, increase alumni engagement, grow philanthropy and support student performance, retention and success.
- **24 month strategy**: implement a change in institutional culture by creating a campus environment that defines and supports stronger connections to the University of Hartford for students, faculty, staff, alumni, employers and the broader world.

**Work Completed and Deliverables:**
- Completed comprehensive alumni survey and analysis (Simpson Scarborough)
- First full cycle of branded Admission materials has led to increased deposit numbers
- Initial drafts of Brand Promise documents completed for key service-oriented campus departments
- Nearly $8M raised for student financial aid toward a $10M goal by June 30, 2017

**Summer Projects:**
- Develop partnership with Human Resources Development to heighten brand awareness through employee recognition and during the hiring and onboarding processes
- Seek opportunities to broaden awareness of the impact of philanthropic giving across campus for both restricted and unrestricted purposes
- Engage numerous campus areas in the planning of activities before and during Hawktober weekend especially focused on students

**Campus Engagement and Communication:**
- Explore utilization of University-supported technological interfaces such as web site, social media and mobile apps as a feedback mechanism for satisfaction with on-campus experiences
- Educate and build engagement with the public phase of scholarship campaign
- Meetings will begin this fall with individual departments to explore the role that each faculty and staff member has in fulfilling the University’s brand promise

**Measures of Success and Impact:**
- Brand Ambassador program designed and initial cohort of ambassadors identified
- Alumni survey results synthesized and next steps identified
- Meaningful growth in percentage of faculty, staff and alumni giving to scholarship fundraising campaign