

3. Information Only-Current University, State College and DRI Marketing and Publicity Efforts – The Committee heard marketing and publicity presentations from representatives of Nevada State College, the University of Nevada, Reno and Desert Research Institute. The University of Nevada, Las Vegas' presentation (*Ref. MPPS-3b*) was deferred to the June 2014, meeting (*Refs. MPPS-3a, MPPS-3c and MPPS-3d on file in the Board office*).

Dr. Spencer Stewart, Vice President of NSC College Relations, presented a PowerPoint covering the NSC Marketing Overview for FY14, which included: marketing spending; marketing budgets as a percent of revenue; prospective students' college preferences; information sources; advertising and the college decision; and budget. Dr. Stewart showed a video of the NSC website and then discussed campaign results.

Chair Crear asked if an outside advertising agency was used. Dr. Stewart said B&P Advertising, which is affiliated with UNLV, is used.

Chair Crear noted NSC is the only four-year college in the state. He felt people do not know about NSC. Dr. Stewart stated 50 percent of the people are aware of NSC through marketing. Chair Crear thought the biggest challenge for NSC is having a clear brand definition. Dr. Stewart felt brand recognition improved. He also pointed out there is a small amount of confusion between NSC and CSN. Vice Chair Blakely said the program showed that marketing has made a difference because enrollment has increased. Chair Crear stated CSN spends a lot of money on marketing. He felt NSC has grown leaps and bounds, but has leaps and bounds to go.

Mr. Thomas White, Executive Director of Marketing and Communications, UNR, offered a PowerPoint marketing overview for UNR and UNSOM which entailed: strategy; responsive web design; target audiences; tools as a guide to marketing; comprehensive messaging; traditional to social media and direct mail to digital campaigns; partnerships; recruiting materials; and key metrics of enrollment. Mr. White continued with public relations: outreach; media relations; market area; media placements; and social media presence.

Regent Geddes asked if the airport donates the space UNR uses on its signs. Mr. White was not exactly sure. He felt, at the very least, the cost was low. Chair Crear warned about trade for athletic tickets and suggested Mr. White look at the report to be sure UNR is receiving value for the amount of tickets UNR supplies.

Mr. Greg Bortolin, Director of Communications and Government Affairs, DRI, gave a PowerPoint presentation on marketing and publicity efforts including: marketing expenditures; publicity; return on investment; digital newsletters; DRI's media source library; connections on social media channels such as Facebook and Twitter; and benchmarks.

3. Information Only-Current University, State College and DRI Marketing and Publicity Efforts – (continued)

Vice Chair Blakely commended DRI for being good at providing exactly what information is requested by the Committee. Dr. Stephen Wells, President, DRI, pointed out when the international work is done, half the people impacted by DRI's science say more of the story should be put on the website – it is something the Foundation is trying to promote. He stated Desert Research Institute was created in 1959 and the actual name is good in some areas, but it is also a challenge in others, and remains a big obstacle. A lot of faculty like the name, but it has a price. President Wells felt it was a matter of branding. Students help to get the word out, but a lot of students are international and he felt something has to be done for them.

4. Information Only-Committee Goals – Chair Crear initiated a discussion on the specific goals of the ad hoc Marketing, Publicity and Public Safety Committee.

Chair Crear would like to see a summary report on previous campus marketing presentations to have a snapshot of what is happening, including a report on System Administration's communications plans. The information will help determine if the ad hoc Marketing, Publicity and Public Safety Committee should continue beyond the June 2014, meeting.

Chair Crear said when the Committee began there was talk about marketing plans; if those plans achieve their desired goals, and how they can be improved, dependent on budget and so forth. Presentations of campus security and cyber security from each institution, including any security-related actions or recommendations the institutions may feel the Board of Regents may need to address, will be reported at the June 2014, meeting. Regent Geddes requested to have the recommendations submitted as an action item. Chair Crear is not sure there is enough time for NSHE to come up with the necessary information. Dr. Constance Brooks, Vice Chancellor, Government and Community Affairs, said she and staff have been working on initial plans to have communication more robust throughout the state and at the campuses.

5. New Business – None.

6. Information Only-Public Comment – None.

The meeting adjourned at 10:19 a.m.

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