

PROGRESS REPORT NARRATIVE  
**FUNDAMENTAL AREA: ENHANCED TWO-WAY COMMUNICATION**  
AS OF JUNE 30, 2013

<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>
Improve the visibility and reputation of the University of Maryland brand.	Increase and enhance internal communications to foster more collaborative relationships and build an internal sense of community.	Develop a communications structure and framework that supports people, programs, and partnerships engaged in the work of the University.

<b>FISCAL YEAR 2013 PROGRESS</b>		
<p>Tactic 1: Finalized logo and tagline; identified target audiences for outreach and external constituencies; Began development and implementation of advertising plan.</p> <p>Tactic 2: Hired IA firm, purchased common university CMS, created a branding guide.</p> <p>Tactic 3: Established a social media subcommittee to inventory current accounts and began developing a university social media policy</p>	<p>Tactic 1: Developed a university mobile application. Began development of internal campaign to highlight success. Purchased a new CMS with a robust common calendar.</p>	<p>Tactic 1: Reinvented the Communications Council and established an Executive Communications Committee.</p> <p>Tactic 2: Implemented a faculty reception. Began establishing events to foster creativity in students, faculty and staff.</p>

<b>ANTICIPATED FISCAL YEAR 2014 OUTCOMES</b>		
<p>Tactic 1: Continue to implement the consistent brand messaging through internal and external communication and advertising plans; publicize community engagement and outreach successes; and continue media training.</p> <p>Tactic 2: Implement fully functioning CMS. Implement complete branding guide. Train web developers across university. Additional ask for reoccurring CMS costs.</p> <p>Tactic 3: Hire an interactive social media specialist to pull together social media across the university.</p>	<p>Tactic 1: Continue to develop and internal communications plan for the university; expand the university mobile application; and enhance the university calendar to meet the needs of the university.</p>	<p>Tactic 1: Work with CITS to develop one university e-mail system</p> <p>Tactic 2: Implement a university-wide convocation day; continue to increase number of events across university.</p> <p>Tactic 3: Develop <i>The Elm</i> website as an online resource of university-wide information.</p>

<b>KEY CHALLENGES</b>		
<p>Tactic 1: Finalizing the logo, University of Maryland The Founding Campus, and the Foundations of Excellence tagline. Identifying the “Champions of Excellence” to include in the internal and external advertising campaigns.</p> <p>Tactic 2: Navigating the UMB Procurement process.</p> <p>Tactic 3: Completing social media tasks with current employees.</p>	<p>Tactic 1: Procurement process. Identifying the “Champions of Excellence” to include in the internal and external advertising campaigns.</p>	<p>Need more personnel.</p>