

Human Resources and University Relations Committee Meeting Minutes

January 31, 2014

9:30 a.m. Board Room, Patterson Office Tower

Committee Members present: Terry Mobley, Chair, Sheila Brothers, Mark Bryant, Angela Edwards, David Hawpe, Kelly Holland, and John Wilson

Other Board Members present: C.B. Akins, Bill Britton, Britt Brockman, Keith Gannon, Bill Gatton, Roshan Palli, Jim Stuckert, and Barbara Young

Chair Terry Mobley called the meeting to order at 9:35 a.m. followed by the roll call of committee members.

As the committees of Human Resources and University Relations combined this year, Chair Mobley thought it would be a good opportunity to inform committee members on the university's Public Relations component and marketing strategies.

Tom Harris, Vice President of University Relations, introduced Jay Blanton, Executive Director of Public Relations to begin the presentation.

Mr. Blanton noted that the PR and Marketing office was reorganized in 2001 with the merging of the medical campus and the main PR department. The staff is made up of 20 highly talented employees whose one mission is to tell the UK story. The office also utilizes 10 student interns each semester to assist with Social Media presence.

The primary responsibilities of the department are:

- Academic campus promotion and media relations – 16 colleges and state's largest hospital
- Institutional marketing – Enrollment Management and see blue branding initiative
- Primary spokespersons for the university
- Video production – 230 separate videos for UKNow, social media and TV stations, blogs and websites
- Social Media –institutional accounts, Facebook, Twitter, Pinterest, Flick, YouTube, Google+, Tumblr, Instrgram, and LinkedIn
- Web Development

Social Media is becoming increasingly more important and is continuing to be a large part of what the PR Office does. Web design and consistency of brand across colleges is critical.

Major marketing results from Public Relations and Marketing include: increased enrollment—record first-year enrollment in past two years, increased diversity in applicants, record number of National Merit scholars, UK brand awareness up 33 percent since 2006, partnership with Enrollment Management saves nearly \$300,000 each fiscal year with in-house creative development.

The Public Relations and Marketing Office produces: videos, publications, mailings, institutional television spots, websites, and social media strategy and implementation (Facebook, Twitter, Instagram).

The “see blue” campaign was named Best Total Advertising Campaign by CASE the national professional organization for higher education marketing and development. “See blue” has consistently been an award winner at local, regional and national competitions.

At the conclusion of the presentation the following questions and comments followed:

Question: Do you use focus groups to test your (recruitment) videos?

Answer: Yes, yearly. We use on-campus student groups. This year we previewed the videos with high school counselors.

Question: Last year there was a BBN and a BBN United focus. Are you still using that?

Answer: The BBN United was a specific campaign focused during the legislative session—targeted alums, opinion-leaders for a specific request to legislators. It was used within a specific context. It is a little early this year to know if we will use that platform in relation to the legislative session.

Comment from Board Member David Hawpe: “What Jay brings to this position is absolute credibility – he is held in the highest esteem.”

Comment from Board Member Jim Stuckert: “...very impressive. I appreciate the time you took to share with us.”

Question: Regarding recruitment efforts-- over the past few years is outstanding in quality of students and numbers. Regarding UK in the news, what do you do with the not so positive items? These items could be useful.

Answer: Every item is included in UK in the News. There is a bit of lag time for the compiling. But we do not leave them out, no filter, it will run. What we have learned is our brand is a lot stronger than the negative items.

Comment from Board Member Sheila Brothers: “PR does a nice job with offices on campus, too. You can call and request articles in UKNow quickly, they are very responsive.

Chair Mobley concluded with the comment that he is always amazed at the volume of work that comes out the PR and Marketing area—they serve the institution well.

Chair Mobley asked for a motion to approve the minutes of the September 10 HRUR Committee meeting. A motion was made by Mark Bryant and seconded by Sheila Brothers. Motion carried. Minutes approved.

Meeting adjourned at 11:25 a.m.