January 17, 2013

TO:  
Jubin Kwon (Chair)  
Jen O’Leary (Co-Chair)  
Jimmy Jung  
Ivan Manev  
Dan Sturrup  
Kenda Scheele  
Kim Goff  
Joe Roberts  
Josh Renzi  
Wayne Maines,

Marketing and Communications  
Cooperative Extension  
Enrollment Management  
Academic Affairs (Provost’s Council)  
Administration and Finance (Auxiliary Services)  
Student Affairs  
Development  
Athletics  
Marketing and Communications  
Administration and Finance  
(Safety, Environ. Management, Transportation & Security)

FR:  
Paul W. Ferguson, President  
Julie Hopwood, Senior Advisor to the President

RE:  
UMaine Integrated Marketing Advisory Committee

Based on your significant experience and role in UMaine marketing efforts, this memo requests your service on the first UMaine Integrated Marketing Advisory Committee. This committee will focus on the continued implementation of the Blue Sky Plan, particularly Pathway 3, “Embracing a Culture of Excellence,” through the development and implementation of the FY 2014 UMaine Marketing and Communications Integrated Marketing Plan (IMP).

As part of Pathway 3, a Presidential priority has been placed on the UMaine marketing and branding initiative which officially began on Nov. 7, 2012, at the UMaine Communicators Summit. A formal IMP is critical in order to maintain the significant progress that has already occurred under the UMaine marketing and branding initiative as well as to fully implement UMaine’s marketing and branding goals. The UMaine Integrated Marketing Advisory Committee is charged with the following:

- Creation and implementation of the UMaine Marketing and Communications IMP to (1) Develop a common understanding of marketing needs and goals across our key stakeholders represented through the Advisory Committee membership, and (2) Develop clear, impacting messaging for UMaine’s target audiences/constituencies
- Representation by each Advisory Committee member of his/her respective unit to ensure compliance with UMaine Marketing and Communications Policies and Procedures and to bring issues/concerns to the Advisory Committee for discussion and resolution.
- Establishment of clear timelines for implementation of IMP goals and evaluate progress/success through pre-established “Key Performance Indicators”
- Work, as needed, with strategic partners such as the UMaine Alumni Association, the UMaine Foundation, and UMaine academic and research units, to develop and coordinate consistent messaging initiatives.

We would request that the Advisory Committee provide an outline of the FY 2014 UMaine Marketing and Communications IMP to the Office of the President by March 1, 2013 with a completed version, based on suggested revisions from the Office of the President, by June 1, 2013 for final approval.

cc:  President’s Cabinet