OVERVIEW

Strategic, integrated marketing communications are critical to the University of Maryland’s recognition as the state’s and region’s greatest asset and one of the nation’s finest public research universities. Our marketing communications program has the following goals:

Elevate the university’s academic and research reputation among targeted internal and external constituencies.

Increase enrollment of in-state, high-achieving high school graduates.

Help evolve and expand *Great Expectations*, The Campaign for Maryland.

Increase and strengthen alumni involvement and participation.

TARGET AUDIENCES:

High-achieving high school students

Alumni

Campus community

State and local legislators and officials
CORE UNIVERSITY MESSAGES

Clearly defined messages and consistency in delivering them are crucial to our success. The entire campus community plays a role in this.

University Marketing and Communications, following discussions with the deans, provost’s office, Office of Undergraduate Admissions and Division of Research, strategically selected a limited number of messages that we can push to build and strengthen the university’s brand:

UMD is a leader in research on climate, energy and sustainability issues.

UMD provides the best out-of-the-classroom opportunities.

UMD is at the forefront in all areas of public health, including child development, health equity and bioengineering.

UMD is uniquely positioned to develop strategic partnerships with federal agencies and institutions, such as the National Oceanic and Atmospheric Administration, NASA and the Smithsonian.

UMD is a global leader in national security.

UMD inspires and supports innovation and entrepreneurship.

UMD is a culturally diverse community that embraces a broad range of programs and initiatives, including robust and innovative arts and athletics programs.

Every college and school, department and unit on campus should reinforce the messages that fit them in their individual marketing communications.
PRESIDENTIAL PRIORITIES

University President Wallace Loh reinforces these messages through his four priorities:

The 21st century land-grant university/service to the state, nation and world

Internationalization

Academic excellence

Innovation and entrepreneurship

RESEARCH PRIORITIES

The Division of Research is also focused on research topics that cross over multiple schools, colleges and departments. University Marketing and Communications works with the division to focus on the following areas:

National security

Cybersecurity

Language and culture

Climate adaptation

Energy independence

Public health

Information technology

Intersection of the biological and physical sciences