



# Service Agreement

Marketing  
and  
Communications

FY20 through FY24 Budget Information

	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
	University Relations & Marketing				
<b>Service Unit Allocation for Primary Unit</b>	\$ 6,528,755	\$ 6,021,133	\$ 6,108,487	\$ 6,365,046	\$ 6,680,098

Service Unit	Brief Description of Services	Core	Premium	Recharge	Page #
Vice President for Marketing & Communications	The Vice President for Marketing & Communications serves as the chief promotion division for the University by amplifying UND stories, fostering points of pride and engaging our community with events that celebrate and support the mission of the University.	X			3
Ceremonies and University Events	Ceremonies and University Events works closely with UND administrators, faculty, staff, and students to coordinate a variety of major University ceremonies and university events.	X			4
Marketing & Creative Services	Marketing & Creative Services serves the strategic marketing and creative needs for the University of North Dakota, specifically for efforts related to recruitment, retention, and brand/visual identity. The department's mission is to help University programs, initiatives, students, and the campus community as a whole be successful.	X			5
UND Communications	UND Communications focuses on production of UND Today, UND Discovery, and U Letter, which are internal and external communication channels, as well as media relations to promote learning, discovery and engagement.	X			7

<b>Name of Service Unit:</b>	Vice President for Marketing & Communications
<b>Contact:</b>	Meloney Linder, Vice President for Marketing & Communications
<b>Web address:</b>	<a href="https://campus.UND.edu/campus-services/marketing-communications/">https://campus.UND.edu/campus-services/marketing-communications/</a>
<b>Brief Description:</b>	The Vice President for Marketing & Communications serves as the chief promotion division for the University by amplifying UND stories, fostering points of pride and engaging our community with events that celebrate and support the mission of the University.
<b>Customers Eligible to Request Service:</b>	President's office, vice presidents, deans, media
<b>Core Services Specifics:</b>	<ul style="list-style-type: none"> <li>• Media relations, university spokesperson, crisis communications and strategic counsel on reputation and issues management to senior leadership</li> <li>• Oversee strategic internal and external messaging prioritized by institutional strategy as determined by the president and administration</li> <li>• Campus and broader community relations to foster positive and strategic relationships including legislative and alumni relations</li> <li>• Oversee media and open record requests management and response</li> <li>• Oversee marketing and branding strategy</li> <li>• Oversee a variety of major University ceremonies and University events</li> </ul>
<b>Recharge Services:</b>	N/A
<b>Premium Services:</b>	N/A

<b>Name of Service Unit:</b>	Ceremonies and University Events (CUE)
<b>Contact:</b>	Brooke Conlin, Director
<b>Web address:</b>	<a href="https://campus.UND.edu/campus-services/marketing-communications/">https://campus.UND.edu/campus-services/marketing-communications/</a>
<b>Brief Description:</b>	Ceremonies and University Events works closely with UND administrators, faculty, staff, and students to coordinate a variety of major University ceremonies and University events.
<b>Customers Eligible to Request Service:</b>	President's office, vice presidents, deans
<b>Core Services Specifics:</b>	<ul style="list-style-type: none"> <li>• Ceremonies &amp; University Events promotes UND through experiential branding opportunities and communicating positive messages, while engaging on-campus and off-campus audiences. UND events serve to celebrate institutional milestones, provide promotional opportunities, and share the culture and accomplishments of the University. The CUE team holds primary responsibility for planning and coordinating some of UND’s largest and highest profile public activities. They work as an event planning partner with UND administrative offices, academic colleges, and service units to engage 15,000+ people each year on campus, in the community, and around the state.</li> <li>• Examples of such activities include: UND Commencement ceremonies (eight per year), Founders Day, Wake Up to UND, Feast of Nations, Bus Tour for New Faculty and Administrators, Presidential Inaugurations, Graduation Expos, ground-breaking and dedication ceremonies for UND buildings, and special one-time activities planned on behalf of the University.</li> </ul>
<b>Recharge Services:</b>	N/A
<b>Premium Services:</b>	N/A

<b>Name of Service Unit:</b>	Marketing and Creative Services
<b>Contact:</b>	Jennifer Swangler, Director of Marketing & Creative Strategy Tera Buckley, Director of Web & Multimedia Marketing
<b>Web address:</b>	<a href="https://campus.UND.edu/campus-services/marketing-communications/">https://campus.UND.edu/campus-services/marketing-communications/</a>
<b>Brief Description:</b>	Marketing & Creative Services serves the strategic marketing and creative needs for the University of North Dakota, specifically for efforts related to recruitment, retention, and brand/visual identity. The department’s mission is to help University programs, initiatives, students, and the campus community as a whole be successful.
<b>Customers Eligible to Request Service:</b>	President's office, vice presidents, deans, departments by submitting a request online <a href="https://campus.UND.edu/campus-services/marketing-communications/marketing-request-form.cfm">https://campus.UND.edu/campus-services/marketing-communications/marketing-request-form.cfm</a>
<b>Core Services Specifics:</b>	<p><b>Institutional Services</b></p> <ul style="list-style-type: none"> <li>• Special projects as tasked by President</li> <li>• Support strategic priorities through the UND Leads Strategic Plan (specifically Goal 3)</li> <li>• Brand management, strategy, promotion and oversight, including partnering with UND Licensing to provide oversight for UND’s visual identity</li> <li>• Manage and monitor main UND social media accounts</li> <li>• Manage and monitor UND’s central digital signage feed</li> <li>• Sponsor, manage and monitor texting software (Message Media)</li> <li>• Sponsor and co-manage Pardot CRM with Admissions and UIT</li> <li>• Sponsor and co-manage enterprise level software with UIT (Omni Update/Modern Campus, Localist, SiteImprove, TINT, Funnelback, WordPress, Google Analytics)</li> <li>• Create and maintain a photo management system</li> <li>• Photoshoots (as deemed of strategic importance) and headshots for faculty and staff (during designated times)</li> <li>• Manage UND’s public facing digital presence</li> <li>• Fully manage all marketing for the Office of the President; and Admissions (undergraduate and graduate)</li> <li>• Fully manage graphic, video, and photo services for UND Communications and Ceremonies &amp; University Events</li> <li>• Strategically plan and manage media buying for campus</li> </ul>

	<ul style="list-style-type: none"> <li>• Strategically plan and manage video production for marketing/brand/recruitment purposes</li> <li>• Provide master service agreements for UND departments to outsource work to pre-approved vendors</li> <li>• Partner with Facilities to provide environmental graphics and branding for campus common areas</li> </ul> <p><b>Client Services (as prioritized by institutional strategies and executive leadership)</b></p> <ul style="list-style-type: none"> <li>• Strategy &amp; Planning – client communications, project management, procurement, vendor management, budget management, strategy development</li> <li>• Branding – training, oversight, licensing, tools</li> <li>• Graphic Design – custom designs, logo design, business cards, stationary, letterhead, digital signage, templates</li> <li>• Advertising – strategic planning, purchase ads, monitor performance, reporting</li> <li>• Content – create content for high priority pieces, including copy writing, photo, and video services</li> <li>• Web – support, content, training for sites managed through UND’s content management system (currently Modern Campus)</li> <li>• My UND App – manage design, architecture, content, and training for UND’s portal app (currently Modo Labs)</li> <li>• Social Media – training and consultation</li> </ul>
<b>Recharge Services:</b>	N/A
<b>Premium Services:</b>	N/A

<b>Name of Service Unit:</b>	UND Communications
<b>Contact:</b>	David Dodds, Director
<b>Web address:</b>	<a href="https://campus.UND.edu/campus-services/marketing-communications/">https://campus.UND.edu/campus-services/marketing-communications/</a>
<b>Brief Description:</b>	UND Communications focuses on production of UND Today, UND Discovery, and U Letter, which are internal and external communication channels, as well as media relations to promote learning, discovery and engagement.
<b>Customers Eligible to Request Service:</b>	President's office, vice presidents, deans, departments, media
<b>Core Services Specifics:</b>	<p>We understand the value of building mutually beneficial relationships between UND and its publics. That's why we dedicate significant resources to tell our stories in the local, state and national media.</p> <p><b>Communication Services:</b></p> <ul style="list-style-type: none"> <li>• News releases, media advisories and news conferences</li> <li>• U-Letter, mass mail, blog updates, and other internal communications management</li> <li>• Strategic and crisis communications management</li> <li>• Communications support for the Office of the President</li> <li>• Communications support for the Office of the VP for Research &amp; Economic Development and the VP for Academic Affairs/Provost</li> <li>• Hometown news</li> <li>• Spokesperson and media engagement prep and training</li> <li>• UND Today production</li> <li>• Media and open record requests management and response</li> <li>• UND Discovery Newsletter</li> </ul>
<b>Recharge Services:</b>	N/A
<b>Premium Services:</b>	N/A