



UF | College of Design,
Construction & Planning
UNIVERSITY *of* FLORIDA

MARKETING & COMMUNICATIONS PLAN

CONTENTS

MISSION	2
SIX PILLARS OF THE DCP MARKETING PLAN.....	3
LOGO USAGE	4
PRIMARY COLLEGE LOGO	4
ACADEMIC UNIT LOGOS	5
SECONDARY LOGOS	6
SOCIAL MEDIA PROFILE GRAPHIC.....	7
STUDENT ORGANIZATIONS	7
PRIMARY AUDIENCES	8
EXTERNAL AUDIENCES.....	8
INTERNAL AUDIENCES.....	10
COMMUNICATIONS VEHICLES	12
ELECTRONIC	12
EVENTS	14
EXTERNAL MEDIA.....	16
PRINT	17

MISSION

The mission of the University of Florida’s College of Design, Construction and Planning (DCP) is to improve the quality of the built and natural environments through offering exceptional educational and professional programs and research/scholarship initiatives that address the design, construction, planning and preservation of the built and natural environments.

To tell the stories of the amazing work that our students, faculty and staff do on a daily basis, we have created a focused marketing plan to get those messages to our targeted audiences. A comprehensive marketing plan strategically connects the vision of the diverse disciplines offered in our college to both our intended external and internal audiences.

To achieve this plan, we have identified six main pillars. Any communication that comes from our college should focus on at least one of these six pillars.

SIX PILLARS OF THE DCP MARKETING PLAN

- 1. Research** – UF strives to be the internationally recognized leader among research universities in creating new knowledge and technologies, performing research with impact, spawning new economic opportunities, and educating the next generation of leaders.
- 2. Faculty and Staff** – Faculty and staff achievements will be promoted to showcase the strengths of the college.
- 3. Students (Current and Prospective)** – We market our program to prospective students by showcasing our current students and their accomplishments. We continue showcasing the current students when they become alumni.
- 4. Advancement** – This focus is about strengthening the bond between the college and our alumni and friends by communicating about their achievements in the professional and business worlds.
- 5. Preeminence** – To continue to be a Top Five institution and become a preeminent institution, UF and DCP must continue to attract top caliber faculty and researchers, in addition to top quality students. Therefore, we must promote the amazing work that comes out of our college.
- 6. Branding** – Consistent branding is vital to the college becoming more well-known across campus, the state and the world. Every piece of communication that leaves the college will have branding that easily identifies it as being part of DCP.

LOGO USAGE

The College of Design, Construction and Planning will have consistent logo usage across all communications platforms. We are striving for continuity in recognition by our internal and external audiences across the vast array of our communications channels. A key part of this marketing plan is to create consistent branding so it is easier to distinguish each unit as part of the college.

PRIMARY COLLEGE LOGO

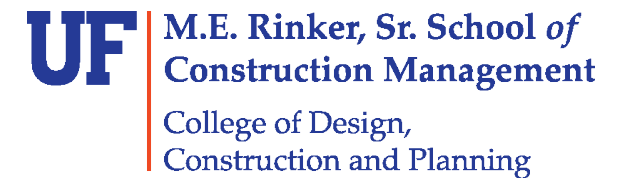
The college's primary logo is one that follows the University of Florida primary logo but includes the college name in it as well. This logo is to be used for all college communications except that which is alumni-related. It is a horizontal logo with the UF block letter monogram on the left, an orange vertical bar in the middle and the wordmark on the right with the college's name on top and the university's name on the bottom. The use of this logo establishes our connection with the university, which broadens our audience.



ACADEMIC UNIT LOGOS

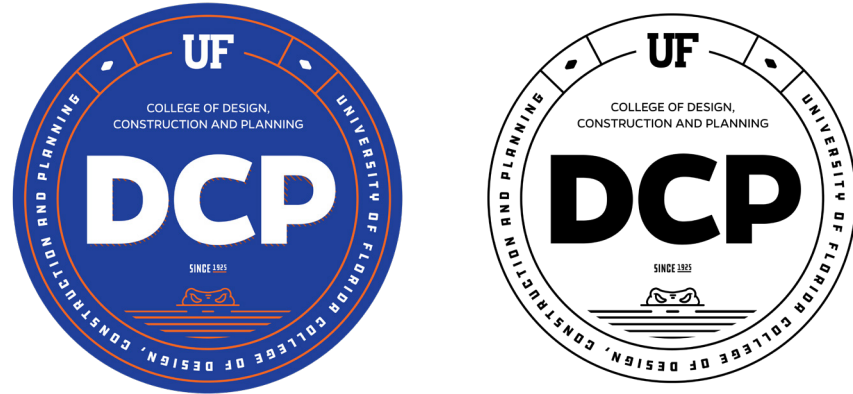
Academic unit logos will have consistency across all units. They are based on the college's primary logo. Some replace the university's name in the logo with that of the academic unit while some keep the primary college logo as is but add the academic unit's name below it.

**See DCP website policy in communications vehicles.*



SECONDARY LOGOS

The circle DCP logo will only be used with alumni-related content. The reason is to give the alumni their own logo to make them feel special and more connected to the college. It will brand that content as alumni content. The circle logo will, over time, become the official logo of our college's alumni and make whichever content it is used with instantly recognizable as information about our alumni and/or alumni-related initiatives.



The square logo should only be used for alumni-related materials and should be preapproved by the DCP Executive Director of Advancement.



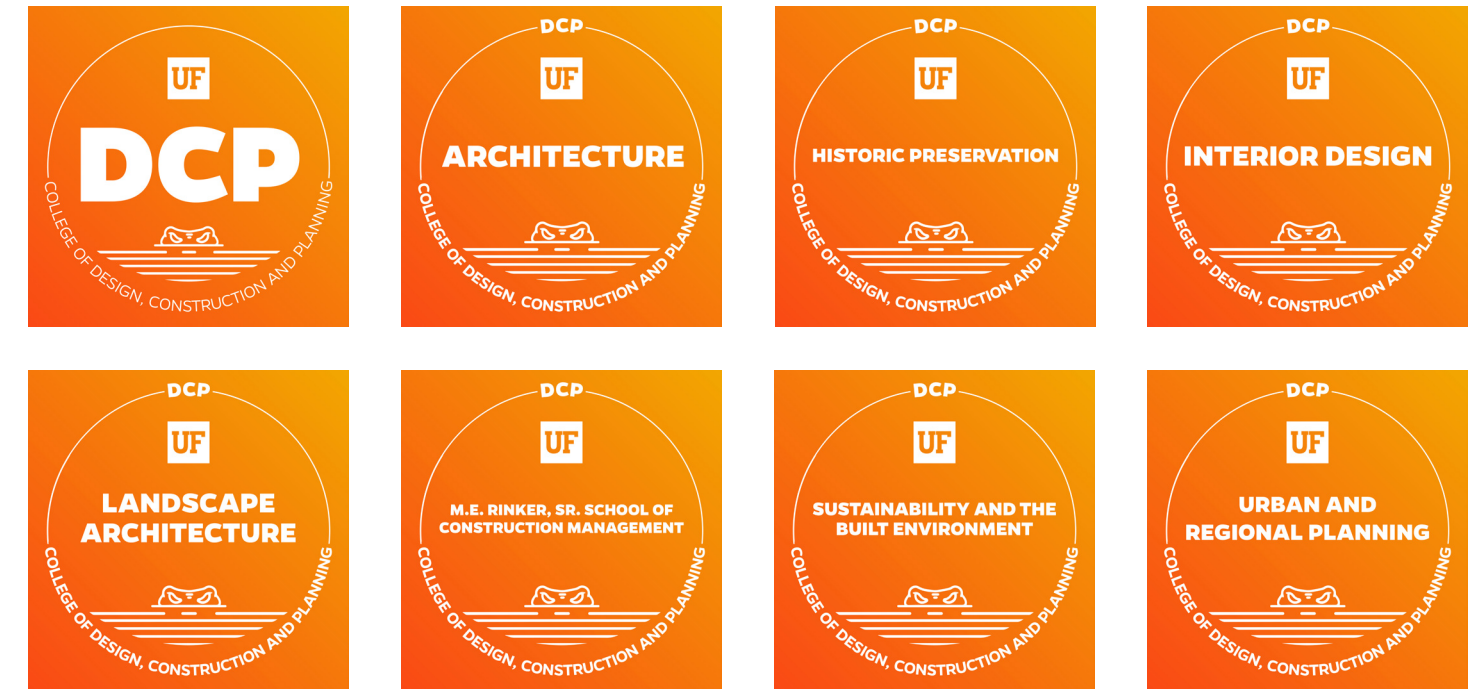
Per UF Branding policy, all special event logos must meet UF standards and need to be approved by the communications team.

**There are secondary logos from units that are grandfathered in.*



SOCIAL MEDIA PROFILE GRAPHIC

A profile picture graphic was created just for social media use. It creates a consistent look across all of the college's social media platforms, helping to brand each particular social media page as part of the college's communications.



STUDENT ORGANIZATIONS

We ask all student organizations to follow these logo guidelines. We can help if needed. If these organizations are not consistent with their logo usage per UF Branding guidelines, we will not be able to promote their events until they comply, as we would be breaking UF Branding policy.



PRIMARY AUDIENCES

EXTERNAL AUDIENCES

Prospective students – Every communication piece we produce is targeted towards prospective students. Every piece of communications is a recruiting tool to show prospective students that our college does great things on a daily basis.

Parents of prospective students – They are influencers amongst their children, having a large say over which higher educational institution they attend, and which major they decide on.

Parents of Current Students – These parents want to know the choice their child made for a major was the right one. Our communications will alleviate these concerns by promoting all the research and work our faculty and students accomplish.

Volunteer Leadership – University of Florida Foundation’s Executive Board, University of Florida Alumni Association’s Board of Directors and DCP school/department alumni boards.

State Government Officials – The need to promote the great things the college does to this audience is vital since they approve state support for DCP and UF in general.

Media Representatives – This audience needs to have a clear understanding of all the different ways our college shapes the world we live in. If we can communicate effectively with them, they can either share our stories or write their own about DCP.

Peer Institutions, including prospective faculty – This audience is vital to reach during rankings season and for the purposes of attracting high caliber faculty, staff and students.

Individual Donors – A key part of the marketing plan is alumni engagement to form a connection with current and potential donors at all monetary levels.

Corporate Executives – Reaching out to executives of design, construction and planning firms will be a focus. Whether that’s in a partnership we may have with them, students interning with the company or quotes from alums who are their employees, cultivating relationships with these organizations is vital to the DCP Corporate Partners Program.

Alumni – While DCP alumni may encompass some of the audiences above, they are so important they still need their own section. Alumni are the lifeblood of our college. They are sometimes the bridge between our students and companies, since they tend to come back and hire our students for internships or jobs.



INTERNAL AUDIENCES

Faculty – Faculty members, both current and retired, provide a critical linkage between the college vision and donor passions. Their work in the classroom and studio inspires gifts big and small. Their connection with current and former students motivates the spirit to give back to the college. We must build a connection with faculty members, so they feel comfortable sharing their research successes with us. We also must do our best to keep them informed about what is going on in the college, primarily through emails. Social media would be a secondary tool to communicate with our faculty, but we must not rely on it.

- The Dean’s Office will communicate important college and university information promptly to the faculty, with the addition of contextual information as appropriate.
- Faculty can channel issues of interest to college administration through their chairs and directors or through their respective representatives on the faculty council. In situations where the concerns relate to the unit leadership, faculty can raise issues directly with the Dean and/or Associate Deans.
- In instances where faculty input is solicited, academic unit leaders will be expected to gather that data and share it with the administration.

Students – Current students will be a huge part of this marketing plan. We need to feature student work, both to create a relationship with them before they become alumni and to show future students the possibilities they can achieve when they become DCP students. We must build a connection with them so they will share their work and accomplishments with us. We must also provide engaging student-centered content on social media so they will tag themselves and their friends. We must do our best to keep them informed about what is going on through the college, primarily through emails and social media.

College Staff – DCP staff are the biggest representatives of the college. They are at the frontline and are often the first people our external audiences will communicate with. The first impression is key and we have to make sure they know the great things going on in the college. We must keep them informed so they may effectively communicate with our external stakeholders. We will do that primarily via email. Social media would be a secondary tool but we must not rely on it to keep them informed.

DCP Advancement Team – Our communications efforts will supplement their fundraising plan. They will dictate what direction our efforts go with respect to outreach to alumni, friends and potential donors. They will be consulted regularly on the communications resources they require (via regular meetings and email communications) and asked to share ongoing feedback from the donor community regarding those resources.

University Leadership – The president, the Board of Trustees and other leaders of the academic and administrative units. They can be vital to getting some of our news to be priorities with UF Communications. Communication with them will be done primarily by our highest-level leaders (dean, associate deans, etc.). A secondary tool will be social media as well as getting our news in UF campuswide newsletters.

UF Communications Staff – We need to keep UF Communications apprised of what is going on in the college, whether that’s by adding stories weekly to their story database or pitching stories to them in the monthly National News Meeting. We can also directly reach out to them if anything comes up that we want to pitch immediately.



COMMUNICATIONS VEHICLES

To communicate with our external and internal audiences, the college will need to use a variety of communications vehicles to expand our reach. The more vehicles we use, the greater our opportunity to increase the reach of our message and the frequency it is received by the intended audience. As such, we will utilize these communications vehicles to get our communications out to our core audiences:

1. Electronic
2. Events
3. External Media
4. Print

ELECTRONIC

1. Video – We have revived our dormant YouTube account and have been collecting college-related videos and placing them on that page. We have separated our videos into categories to replicate the format of Harvard GSD’s YouTube account. Our future students are spending most of their online time on YouTube and Instagram.

2. Website – The website is our main hub of information. Our website is most likely the first impression parents of prospective students and those students receive of our college. This is the place they can come to if they are unable to visit or want to learn more about us before a visit. It is a prime recruiting tool. We need to make sure it is up to date and all pages have accurate information. We annually conduct a website audit. The website provides vital information such as news, facilities, deadlines, academic programs we offer and contact information of our faculty and staff.



Start Your Journey with DCP

The mission of the College of Design, Construction and Planning is to improve the quality of the built and natural environments

3. Social Media – The college has a strong presence on social media and that will be a key component to marketing what we offer. With the number of people following us growing monthly, we have to capitalize on this captive audience to get our messages out. When the opportunity presents itself, we can utilize the low advertising costs on Facebook and LinkedIn, especially since they give us the ability to target our message to particular groups, whether that be using demographics, location, industry worked in, or interests.

4. Perspective Newsletter – Our monthly alumni e-newsletter has more than 14,000 subscribers. It is one more tool to get college news to alumni and friends. We also use this newsletter to promote our social media accounts, hopefully garnering more followers that way.



5. Powerpoint – We have a Powerpoint presentation available to faculty and staff that provides a general introduction to the college and our programs. It includes the mission statement, our leadership, facilities and brief descriptions of our academic units and programs.



DCP Professor and Community Leader Speak at White House Event on Environmental Justice

6. Videoconferencing – The pandemic taught us the value of this communications tool. Internally, we have held virtual town halls for our faculty to give them the opportunity to pitch story ideas and research they are working on to the communications team. Externally, we have held virtual town halls to introduce our newest faculty members. We have hosted lectures and conferences with speakers from across the country and the world. We also promote external webinars featuring our faculty and alumni using our social media channels.

7. Templates – The entire college has access to DCP Branded Templates on the MyDCP website. These templates include branded posters, flyers, postcards and PowerPoint presentations.



EVENTS

1. Tour Stops – We hold tour stops around the country to engage with our alumni and friends, providing us the opportunity for a touchpoint with distant contacts. We share updates on the college, including faculty and student accomplishments and exciting research.

2. Homecoming Alumni Events – We hold our annual Alumni Tailgate and the Construction Hall of Fame Ceremony each year during Homecoming weekend. These events provide alumni and friends a great reason to come back to the college and reminisce while seeing old friends and meeting new ones. It also gives our team another in-person visit where we can update them on the college in a casual setting.

3. Leadership Summit – Every year right before Homecoming weekend, we invite all the unit advisory boards to the Leadership Summit. They attend every year to help chart the future of our college as a whole in addition to their respective areas.

4. Women of Influence – This event honors women in the design, construction and planning industries. These women are alumni or corporate partners of our college and take the time to share valuable information and their experiences with our current students.

5. Industry Expo – The DCP Industry Expo is the college’s premier job placement event for our students. Companies attend this event to attract our students for jobs and internships. This event is for students in all of our college’s academic disciplines to connect with possible future employers.

6. Distinguished Lecture Series – Distinguished lectures such as URP’s Ernest Bartley Lecture or Landscape Architecture’s Ed Stone Lecture provide an opportunity to honor alumni that were pioneers in their field while welcoming great speakers for our students, faculty, alumni and friends to learn from.

7. DCP Research Symposium – The college’s annual event which presents faculty and student research from all disciplines in our college to faculty, students, staff and external audiences.

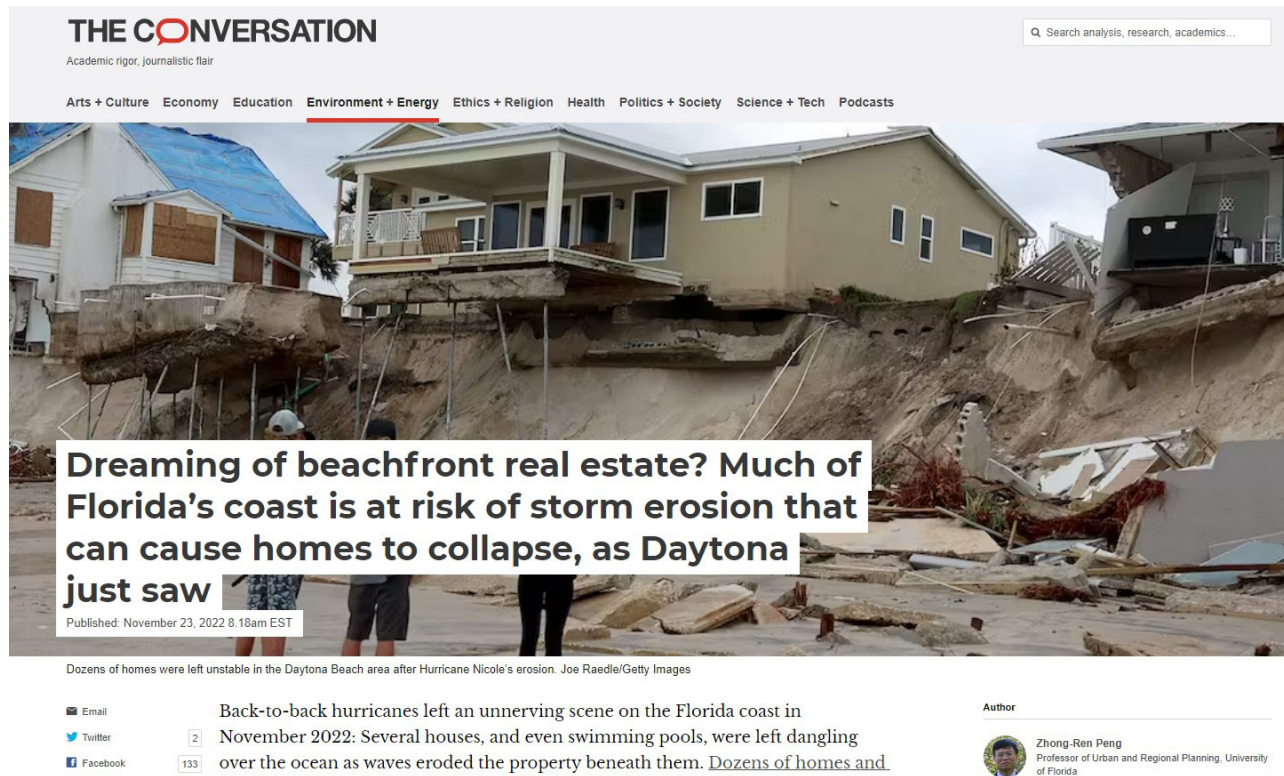
8. College Tours – DCP Ambassadors lead year-round tours for parents and prospective students, providing them information about our facilities while also informing them of all the educational opportunities our college has to offer.

9. Commencement – Our final touchpoint with our students before they officially become alumni. This event is vital to sending these new alums off with a great lasting memory of their time as one of our students.



EXTERNAL MEDIA

1. News Coverage – While our college produces its own news and has its own channels to disseminate that news, if we can get media coverage, that greatly increases the reach of our message. We pitch stories to UF News since the university as a whole has a greater reach than does our college by itself. We also pitch stories to local, statewide and national media, hoping to be picked up and having our news reach a wider audience than just our own communications channels. Examples of media outlets the college has recently been featured in include the Miami Herald, Tampa Bay Times and the Gainesville Sun.



- We encourage faculty to reach out to DCP Communications if any assistance is needed with media requests.
- We have a media list available separated by discipline. Faculty and staff are encouraged to send any suggestions for media outlets for pitching our stories to the Communications Team.

2. Advertising – With a limited budget, traditional media outlets (TV, print, radio, etc.) will not be considered for now. What we will focus on is the cost-efficient and cost-effective avenues that social media advertising offers the college. We have had great success in the past from using Facebook and LinkedIn for paid advertising. Those are the two most heavily-populated social media platforms the college utilizes and are the most effective uses of advertising dollars.

PRINT

1. Perspective – Each summer, the college produces an annual magazine entitled Perspective, the same name as our monthly alumni e-newsletter. This magazine offers a chance to celebrate the college’s accomplishments from the previous academic year while supplementing that info with new articles such as faculty and alumni profiles and achievements. This magazine is sent electronically to our alumni e-mail list while printed copies are produced on a limited basis and are available upon request.



2. Architrave/Vorkurs – Student-produced magazines by architecture majors. Architrave is run by architecture undergraduate students while Vorkurs is produced by architecture graduate students. These magazines feature architecture projects, competitions, interviews and stories. Our goal each year is to provide copies of Architrave and Vorkurs to alumni, friends and peer institutions through physical or digital copies depending on available funding each year.

3. Orange and Blueprints Magazine - Each summer, the Rinker School produces an annual magazine that provides alumni and friends with a recap of the accomplishments of Rinker alumni, students, faculty and staff throughout the previous academic year. This publication is mailed to select Rinker alumni and friends.