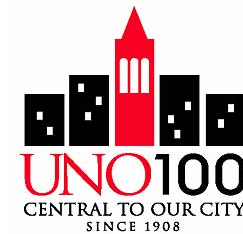




# UNO 100 Update

## November 14, 2007



# [ Celebrating UNO 100 ]

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- ▶ Quick Review of original plans
- ▶ Events Update
- ▶ Projects Update
- ▶ Communication, Promotion, & Marketing Plan
- ▶ Next Steps

# [Review]

- ▶ Celebration Timeline: October 8, 2008 to September, 2009
- ▶ Planning Tasks:
  - ▶ Theme—Central to our City
  - ▶ Resources
  - ▶ Partnerships with city, community, alumni, and NU Foundation
- ▶ Planning Assumptions:
  - ▶ Integrate existing events where ever possible.
    - ▶ Specific Centennial enhancement
    - ▶ Multiple event coordination
  - ▶ Create several signature events.
  - ▶ Identify framework for unit/college events.
- ▶ Steering Committee
- ▶ Task Force & subcommittees



# [ Signature Events ]

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## Centennial Opening—October 8-11, 2008

- ▶ Convocation, Wed. October 8
- ▶ CPACS & Residence Halls Dedications (Wed or Thur)
- ▶ Campus Tours /Open House (Friday)
- ▶ Special Homecoming Dinner/party (Friday night)
- ▶ Campus Open House-Homecoming Party/Football game (Sat)

# [ Signature Events (cont) ]

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## **GALA**

- ▶ Sponsored by Alumni Association and Foundation
- ▶ Qwest Center
- ▶ February 21, 2009
- ▶ Commencements—especially December 2008 and May 2009
- ▶ Closing Ceremony
  - ▶ Welcome Week/early semester Fall 2009

# [ Projects ]

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- ▶ Signature Projects
  - ▶ Digitized the UNO Gateway
    - ▶ [Gateway Archive](#)
  - ▶ UNO Video Project
  - ▶ Centennial Project Fund
    - ▶ UNO Women Centennial Archive Project
    - ▶ Dance
  - ▶ Monthly UNO History Symposium (potential for radio, TV productions)
- ▶ Communications—Tim Kaldahl
  - ▶ OWH Insert
  - ▶ Campus Banners
  - ▶ Website
    - ▶ [www.uno100.org](http://www.uno100.org)

# [ Purpose ]

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- **To use the UNO Centennial Celebration as an opportunity to redefine/position UNO for the future.**

# [ Rationale ]

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- ▶ Centennial is a unique opportunity to “tell the UNO story”
- ▶ The story is one of a tradition of excellence and community partnership that is now developed, matured, poised to be a major force for the city, state, region for economic, social, and cultural development/enhancement.
- ▶ Centennial is a launching of next stage of UNO as the prototype of the university for the 21st century.
- ▶ Centennial is a key cultivation opportunity for the upcoming NU capitol campaign.
- ▶ Centennial coordinated effort provides an opportunity to maximize the impact of all UNO communication/marketing efforts.

# [ Strategy ]

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- **Implement an:**
  - **integrated,**
  - **coordinated**
  - **comprehensive**
  - **communication/marketing plan**
  - **for UNO using Centennial theme**

# [ Strategies ]

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- ▶ inventory all current UNO marketing efforts
- ▶ Coordinate all communication, promotion, and marketing efforts that will be in effect from June 2008 through October 2009
- ▶ Communication/Marketing plan applies to internal and external communication
- ▶ **Implementing a strategic approach to managing the UNO brand.**

[ <http://www.uno100.org/> ]

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- ▶ Graphics information
- ▶ Gateway Archive
- ▶ Grants & Resources

# [ Next Steps ]

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- ▶ Communication plan
- ▶ Opening Organization
  - ▶ Coordinating Committee
  - ▶ Specific Event Committees
  - ▶ Encouraging Participation