

September 26, 2022

MEMORANDUM

TO: M. Katherine Banks, Ph.D.
President

FROM: Barbara Mendoza, Senior Associate Vice President, Division of Marketing & Communications
Working Group Chair *Barbara Mendoza*

SUBJECT: Implementation Memo – Working Group # 40

Recommendation to be Implemented: Clarify university marketing and branding guidelines, training processes, and a mechanism for enforcement of those guidelines.

Recommendation to be Implemented:

A widespread lack of branding cohesion across the university was one of the findings under the Division of Marketing & Communications (MarComm) area of the MGT Report. Additionally, there was no brand enforcement mechanism or review process to ensure that brand use and marketing messages are aligned. Working Group #40 was charged with clarifying university marketing and branding guidelines, establishing training processes, and devising a mechanism for campus-wide enforcement of branding and marketing guidelines.

Strategic Considerations:

The Working Group consists of staff members who are part of the newly centralized Division of Marketing & Communications and members from the College of Engineering and the College of Agriculture & Life Sciences. While the MarComm staff of these colleges are not centralized within the university, they are eager to work collaboratively to ensure consistent branding across the university.

The Working Group identified branding resources currently available:

1. Texas A&M University Brand Guide website: <https://brandguide.tamu.edu/>
2. Within the University Brand Guide, so-called “logo liaisons” have been identified for each unit <https://brandguide.tamu.edu/visual-style/campus-logo-liaisons.html>
3. Most – if not all – Schools, Colleges, and Divisions have brand guidelines specific to their units. The Working Group members will review and standardize where appropriate

The Working Group has already identified a potential solution in creating a **Brand Hub** that would serve as a resource portal for users across campus. While some campus units are already using such resources, whether internally developed or off-the-shelf software, Working Group #40 will evaluate the capabilities of each to determine a consistent and cost-effective approach that could be applied at an enterprise level. This effort will require close collaboration with Working Group #41 – to streamline digital presence and contracts.

Logistical Issues Addressed:

Since members of Working Group #40 were also by default participating in the efforts of Working Group #39 (centralization of marketing and communications across the university), the plans of Working Group #40 up to this point have been more preliminary in nature, with the understanding that work could begin after the implementation of Working Group #39.

Major Challenges Encountered and Resolutions:

Understandably, Working Group #39 took priority, knowing that Working Group #40 could begin in earnest once the MarComm centralization had been implemented. Additionally, the group encountered challenges and setbacks due to staff turnover and leadership changes.

Through centralization of the five major service-oriented areas, some duties performed by employees will become “orphaned.” The day-to-day marketing and communications functions must continue without interruption during the transition. Newly identified orphaned duties may negatively impact already strained teams. A plan is being developed to address the influx of orphaned duties.

Key Logistical Issues to be Completed and Timeline:

1. Conduct Brand Inventory Census across all university MarComm staff. **February 2023**
2. Engage with Working Group #41 to review software subscriptions. **Spring 2023**
3. Provide progress updates at Town Hall. **March 2023**
4. Outline a training program for new hires (collaborate with the onboarding committee). **Spring 2023**
5. Phase III realignment report deadline **May 1, 2023**
6. Implementation of Phase III. Begins **June 12, 2023**

Approved:



M. Katherine Banks, Ph.D.
President

October 10, 2022
Date