



UBC Communications and Marketing Strategic Plan

Given the vast array of brand champions across their campuses, with differing priorities and objectives, most universities are not fully leveraging the power of their brand. At UBC Communications and Marketing, we strive to disrupt this convention by inspiring all UBC brand champions to collaborate as one, to create one of the world's most recognized and sustainable brands.

Our team works passionately to achieve this by:

- Fully understanding the problem we are trying to solve with every piece of communication.
- Unifying and harmonizing each piece of communication with the larger brand story.

Our Vision:

By shaping and sharing our brand, we will inspire the world to come here and enable UBC to have a more lasting impact on our societies, economies and planet.

Our Mission:

Our collective efforts and expertise *create possibilities* to elevate the university brand experience and compel our audiences to engage with UBC.

Together with all UBC brand champions, we *uncover, collaboratively create and share* stories to bring the UBC brand to life in a cohesive, holistic and inspiring manner.

Through our stewardship as *a centre of excellence*, we enable an *integrated & distributed* model dedicated to communications and marketing best practices.

Our Principles and Values:

We are good listeners and collaborators.

- We are always approachable and have a sense of fun in our dealings with our communication partners.

We are going to swing for the fences to create the biggest impact possible.

- We strive to disrupt convention to ensure UBC stands out from the crowd.

We are creative problem solvers and storytellers.

- We distill complex data and information into accessible stories and ideas.

We are innovative thought leaders.

- We seek better, more modern ways to engage our target audiences.

We are entrepreneurial, resourceful, and agile.

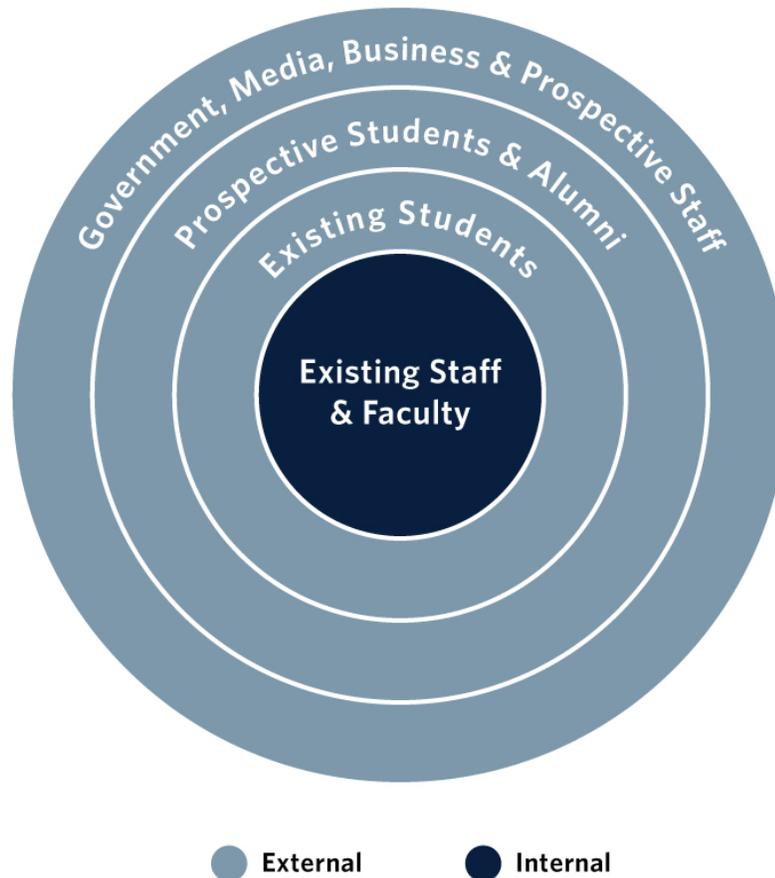


- We find the most efficient, effective ways to get the job done.

We are authentic and transparent.

- We are open and honest in all of our relationships.

Our Audiences



Commitments

1. We will build a bigger, stronger UBC brand story that fully engages our audiences.
2. We will innovate and take risks to help create an inspiring, engaging UBC brand.
3. We will operate in the most sustainable manner possible, supporting UBC's overall financial, environmental and social commitments.
4. We will be a kick ass high performing team.

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