

Key Priority: Brand Awareness

HIGHER EXPECTATIONS

A 2023–2026 STRATEGIC PLAN FOR UH AT SUGAR LAND

YEAR	DATE REVISED
2023 -2025	Fall 2023

GOAL #1
Reinforce UH brand and connection with main campus

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Paid advertising/marketing	Marisa Ramirez/Sugar Land Comm	Ongoing			
Earned media		Ongoing			
Digital platforms		Ongoing			
Website		Ongoing			
Newsletter		Ongoing			

Key Priority: Brand Awareness

YEAR	DATE REVISED
2023 -2025	Fall 2023

GOAL #2
Strengthen collaboration with colleges on Instructional Site and stakeholders in community

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Regular meetings <ul style="list-style-type: none"> Sugar Land: Nursing, Technology Division Katy: Nursing, Engineering, Academy	Marisa Ramirez/Sugar Land Communication Team	ongoing		Worked with College of Nursing on naming event, working with College of Engineering on opportunities for collaboration or resource sharing	
Pursue news stories when appropriate	Sugar Land Communication Team/Contract Writer	ongoing			
Share news stories when appropriate <ul style="list-style-type: none"> With Technology Division With Engineering With Nursing 	Sugar Land Communication Team	ongoing			
Create stakeholder focused communications	Marisa Ramirez/Sugar Land Communication Team	ongoing		Contact lists secured. Team trained in new listserv. Exploring various venues for messaging. Working on Anniversary Book Project (including promotion for 2024), worked on TACTIC communications/materials.	

Key Priority: Brand Awareness

YEAR	DATE REVISED
2023 -2025	Fall 2023

GOAL #3
Collaboration with UH Marketing and Communication for potential shared efforts

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Shared marketing opportunities	Marisa Ramirez/Sugar Land Comm/UHV MarComm	Ongoing			Shared marketing opportunities
Participation on committees and groups	Marisa Ramirez/Sugar Land Comm/UHV MarComm	Ongoing		Currently sit on UHS Communicators, UH Campus Communicators,	Participation on committees and groups
Regular meetings with UH MarComm leadership	Marisa Ramirez/Lisa Holdeman	Ongoing		Monthly meetings with Lisa Holdeman	Regular meetings with UH MarComm leadership
Regular meetings with UH Provost Communication Director	Marisa Ramirez/Mike Emery	Ongoing		Regular communication/meetings when needed	Regular meetings with UH Provost Communication Director