**Strategy:** Elevate the School’s capability in marketing, branding and public relations (5.3)

**Date:** Fall Quarter 2012

**Summary of Activities**

The leadership team met several times and added Rob Warren, VMTH Communications Officer as a workgroup member.

Activities included:

- Reviewing highlights from the School's Strategic Communications and Targeted Marketing Plan
- Discussing marketing principles and terminology: branding, positioning, organizational attributes, etc.
- Reviewed SVM organizational structure and communication links, public relations activities and website
- Discussed public and professional perceptions and image of the SVM, VMTH, faculty, expertise, programs, curriculum, students, etc.
- Identified first initiative/tactic for focused efforts - VMTH Rebranding to support increased reputation and recognition of School as the “gold standard in veterinary medicine” and as foundation for upcoming capital campaign for new hospital facilities.

**Resource Materials/Data Analysis**

SVM Strategic Communications and Targeted Marketing Plan

**Upcoming Activities/Initiatives**

- Focus group session with practitioners/advisory board members for the LAC and SAC to gather info on public/professional perceptions of the VMTH
- Additional focus group sessions or survey (clients, students)

**Accomplishments**

N/A