
**Strategy:** Elevate the School’s Capability in Marketing, Branding and Public Relations (S.3.)

**Date:** Semiannual Report - June 2013

### Summary of Activities

The team met several times to discuss their focused initiative related to rebranding the VMTH in anticipation of the upcoming capital campaign. In order to develop a branding approach of messaging it was decided to solicit input from referring veterinarians and clients.

Two surveys were developed. Both surveys focused on identifying value descriptions of VMTH Services and experiences to aid in development of new branding messaging.

- The first survey was sent to referring veterinarians – Small Animal Clinic and Large Animal Clinic Advisory Board members, both current members and members of the past 2 boards. Of the 63 referring vets surveyed, 21 responded = 33% response rate.
- The second survey was sent to 985 randomly selected clients within a 50 mile radius who had been to the VMTH during the past 3 years. 175 clients responded to the VMTH client survey = 18% response rate.

The team met to discuss the survey results. 90%+ of the comments were positive.
- Positive comments included: thorough, world class, professional, compassionate, multidisciplinary, excellent, innovative, impressive, dedicated, accessible, friendliness of the staff, above and beyond, comprehensive, action oriented, accurate diagnosis, pushing the envelope, quick lab results, proactive, superior, etc., etc.

- Negative comments identified – communications, distance, costs, scheduling delays as main concerns

The team is now working on slogan ideas for the new campaign. The top slogan ideas will be shared with VMTH Leadership, SVM Leadership, and the Development Team for input. Final choices will be shared broadly with clinicians, staff and students for input and buy in.

Major VMTH publicity has focused on promoting community practice, specialty services and specific patients whose story illustrates VMTH outstanding care: Kabang, Whiskey Jaw, Frankie, Hulalahala, etc.

Communications/Client Services reps attending major veterinary conferences to promote referral services

The School’s Communication Team has engaged in extensive public relations activities throughout this past year:

- Media Outreach – Since January meeting
  - 200+ media articles/news clips
  - 400+ inquiries – internal/external

- Web Presence
  - New SVM Website Front Page – increased blocks for upfront stories, rotating photos tied to stories
  - Updates/Revisions to VMTH website – on-going
  - New Development Website
  - New Clinical Trials Website
  - New Faculty Profile Webpages
  - Revamped Year in Review/Distinctions Web Pages
  - Launched Impacts and Accomplishments Web Page
  - Added significant information/articles to News & Events, and throughout SVM/VMTH web site

- SVM Social Media Presence
  - SVM Facebook – 9,407 followers (increasing 450+/month)
  - SVM Twitter – 5,615 followers (increasing 200+/month)

- Specific Communication Initiatives
  - VMTH View – monthly internal SVM community
  - VMTH Heartbeat – quarterly referring vet community
  - SVM Year in Review Video
  - SVM Scholarship Donor/Recipient Video
  - Vet Med News – quarterly newsletter
  - 25+ Impact Sheets
  - Vet Med 3B Opening mini-campaign
  - Veterinary Genetics Lab mini-campaign
  - Kabang – mini-PR effort, web-site, press conferences
- Development of overall referring vet contact list of 2,283+
- Development of overall Small Animal media contact list of 150+
- Development of overall Large Animal media contact list of 75+

**Resource Materials/Data Analysis**
- CalPro Survey of Small Animal Clinic
- Referring Vet Survey
- Client Survey

**Upcoming Activities/Initiatives**
Brand messaging/slogan development

**Accomplishments**
Ref Vet and Client Surveys