

### **Strategy 1**

Align communicators, marketers and public relations professionals and operations at each campus and Central Administration into cohesive, integrated groups—representing the brands of each university within the University of Nebraska system—to drive greater impact and outcomes, while significantly improving return on our communication and marketing investment.

### **Strategy 2**

Reduce overall marketing dollars; pool and prioritize overall marketing spend to align with and drive university goals.

### **Additional Description:**

e Marketing/Communication/PR BRT