

Frequently Asked Questions

Who is leading this effort, and how will decisions be made?

The effort is being led out of the Public Affairs office, by Jill Carson and Bill O'Neill. However, input will be sought from the entire campus community through focus groups, surveys, and the brand advisory committee.

Will the campus be involved?

Absolutely! Campus involvement is imperative to successful branding. We will be seeking campus involvement throughout the entire process. To aid in this, we have formed a Brand Advisory Committee that will help steer the initiative and offer input, and we will also be seeking input from our leadership as well.

Why now?

Now is an excellent time to focus on our brand so that we have a strong message that will be heard across the state of Nebraska, the Midwest and our nation. We are gaining momentum as an academic health sciences center as we continue to build new facilities for our faculty, researchers, and students. We continue to grow programs and partnerships, and we continue to increase our outreach to the state of Nebraska. The time is now to create a strong brand that will enhance our efforts and our reputation.

I want to provide feedback, whom should I contact?

Please click on the "contact" link for contact information, or you can [*click here*](#) to use our online comment form.

Does this mean my department will have to change its communications materials?

We want the experience that our audience has with UNMC to be consistent and strong, which means that all communications materials must consistency, as well. Thus, potentially, specific communications may need to be changed. A couple of points should be noted. "Consistency" throughout communication materials does not mean "exactly the same," as guidelines likely will allow for some flexibility and choices for communication materials. In addition, through the branding process, easy-to-use templates for newsletters, PowerPoint presentations, web pages and advertisements will be created, so that colleges, units and departments are not forced to use valuable resources in creating these communication materials.