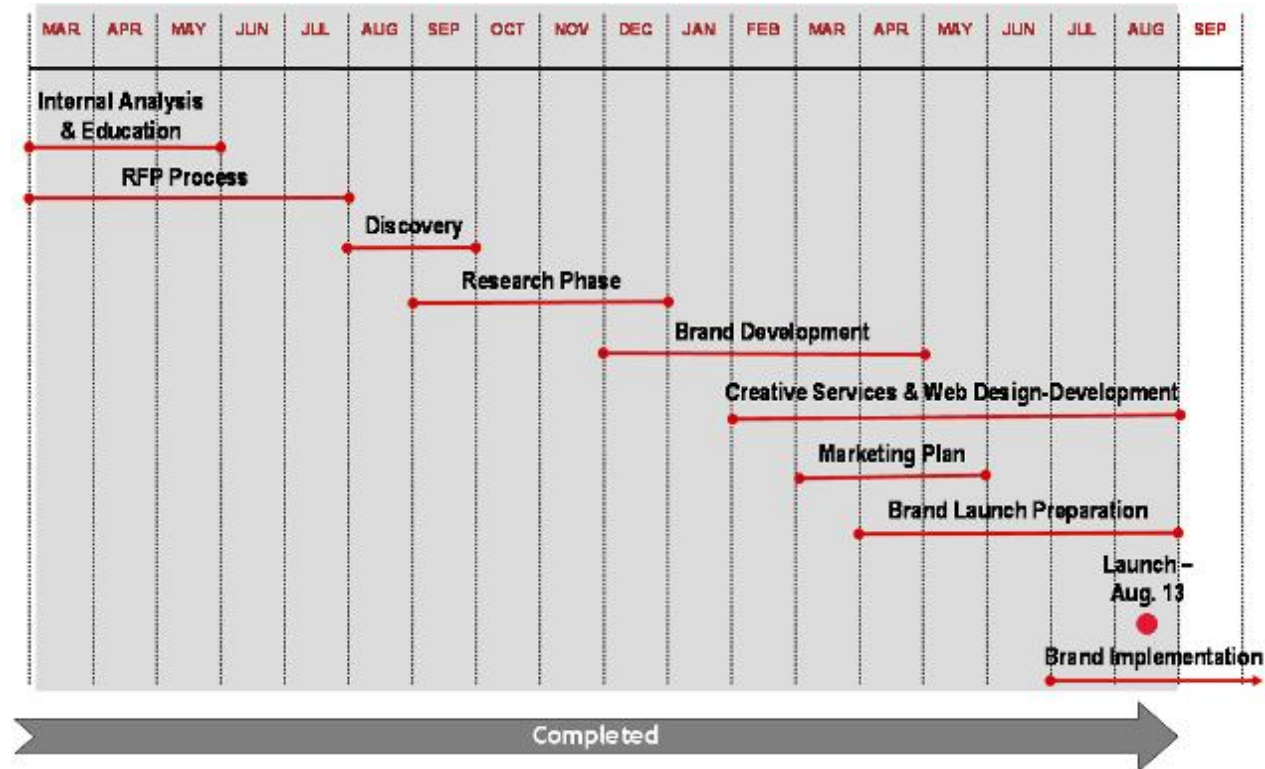


Timeline

The following timeline is subject to change, and is a rough estimate of when certain phases will occur. (See event descriptions below.)



FEBRUARY – JULY

1. Formation of Brand Advisory Committee
2. Analysis of current communications
3. Analysis of strategic plan
4. Send out Request for Proposal (RFP) to engage external consultant.
5. Review bids
6. Identify winning vendor

AUGUST– JULY

1. Launch brand website
2. Discovery phase with external consultant
3. Begin educating campus through seminars and forums

SEPTEMBER- DECEMBER

1. Conduct research phase through qualitative and quantitative research methods
2. Analyze research findings

DECEMBER– APRIL

1. Formulate brand platform based on research analysis
2. Continued research testing to ensure brand platform is on point.

FEBRUARY- AUGUST

1. Begin creative development, including development for print and Web communications

2. Discuss and decide strategy for launch
3. Finalize creative components
4. Develop marketing plan

AUGUST

1. Launch UNMC brand
2. Continue implementation