## Competition helps spur marketing campaign[1]
[2]

The University of Colorado's systemwide marketing initiative aims to shine light on the institution's contributions to the state and further build the CU brand in an increasingly competitive marketplace.

That's what Faculty Council heard from Ken McConnellogue, vice president of communication, during the governance group's Oct. 22 meeting at 1800 Grant St.

"Why does the University of Colorado need to market itself at all? If I could sum it up in word, it would be 'competition,'" McConnellogue said. "We face competition for the best students, top faculty and staff, donations, state dollars and research funding. We're in competition against many competitors: institutions in the state and across the country, proprietary schools and online schools."

CU's All Four:Colorado campaign[3] entered the execution phase in early September and now is accelerating, he told the council. TV spots, display ads in newspapers and other print publications and billboards tout the missions and contributions of CU's four campuses.

"We here are aware of the wonderful things that happen at this university, but not everyone in our state knows it," McConnellogue said. "We're the leading higher education institution in the state, and that's one of the things we have to demonstrate here."

The second phase of the campaign will emphasize brand strategy, establishing the idea of "We're helping you create the Colorado you want."

Council member Melinda Piket-May asked whether the campaign, initiated at the request of President Bruce Benson, had garnered support at the chancellor and provost levels on the four campuses.

"We do have good support," McConnellogue said. "One of the things the market research told us is that when people think of the University of Colorado, they think of Boulder (only). We have to change that. We all know the strengths of all our campuses and the contributions they make to the economy, health and culture of our state and beyond. So I think we've got pretty broad-based support internally."

McConnellogue said the campaign also has the potential to frame a potential ballot initiative aimed at addressing state funding for higher education.

"The president has commissioned a fair amount of polling to see what will fly with voters. Traditionally, higher education polls at extremely low levels," McConnellogue said. "But the mood of voters is considerably better than it was in the last election cycle. Nothing specific is in place, but it's very much on our minds as we engage in this initiative."

In other business at last week's Faculty Council meeting:

The council heard an update on state and federal legislative activity from Tanya Kelly-Bowry, vice president of government relations, and Jack Waldorf, director of federal relations. At the federal level, potential patent reform might affect technology transfer offices at institutions such as CU. The state budget continues to be a concern locally, with TABOR refunds continuing to hold sway over whether CU and higher education see budget cuts next year. Potential legislative pursuits in 2016 include increasing flexibility for capital construction expenses as an efficiency measure. Council Chair John McDowell said the group's Dec. 3 meeting will take place concurrently with a holiday lunch, partly taking the place of the canceled fall retreat. "We'll probably have a spring retreat," he said.

## Colorado employment growth to persist despite slip in new business formation, says CU-Boulder report[4]

Student sculpture finds permanent home[5]

Participants needed for free weight loss class[6]

Interested in participating in a free weight loss class?

The CU Anschutz Health and Wellness Center is seeking volunteers for a new weight loss research study looking at the role of beef intake for weight loss and weight maintenance.

The study will last about six months. Participants will participate in a 16-week State of Slim weight loss program at no cost and receive monetary stipends to be used to purchase State of Slim-friendly protein foods. Participants will receive body composition scans, lab work and wellness assessments at no charge and will have access to the CU Anschutz Health and Wellness Fitness Center during the study.

You may qualify for this weight loss research study if you:
Are between 18-50 years old Are overweight or obese (BMI 27 or higher; check your BMI at http://www.nhlbi.nih.gov/health/educational/lose_wt/BMI/bmicalc.htm[7]) Are willing to participate in weekly group weight loss classes for 16 weeks and attend four study visits over a six-month period at CU Anschutz Are not vegetarian Are not diabetic Are not allergic to red meat or other common protein sources
For more information, please call 303-724-9198 or email hannah.k.nelson@ucdenver.edu[8]

Business School launches international Research Council on Commodities and innovative digital journal [9]

Dual degrees in finance and economics ranked seventh nationally[10]

Gonzales named CU-Boulder vice chancellor for student affairs[11]

O'Loughlin first foreigner in more than a century to win gold medal from Russian geographical society[12]

John O'Loughlin, CU-Boulder professor of geography and faculty associate in the Institute of Behavioral Science, has become the first foreigner in more than 100 years to win the Semenov-Tyan-Shansky gold medal for research on Russia.

Benight, dozens others honored for sponsored research[13]

Moon of Facilities Management honored for mail management contributions[14]

Bob Moon of Facilities Management has been named the 2014 Alan Burke Mail Manager of the Year by the Association of Rocky Mountain College and University Mail Services (ARMCUMS). The award is given in recognition of progressive and efficient mailing practices that benefit CU-Boulder as well as the college and university mailing industry as a whole.

Qualls to speak on chronic diseases [15]

When one person develops a chronic ailment such as heart disease, diabetes or a brain injury, the entire family unit is affected in some way, according to a UCCS faculty member who specializes in aging and psychology.

Reed presents at Pentagon[16]

George Reed, dean, School of Public Affairs, delivered “Tarnished: Toxic Leadership in the U.S. Military” Oct. 15 at the Pentagon, Washington, D.C.

First two classes of Colorado Springs medical school students have plenty of local connections[17]

Councilwoman pushes live where you work program at Anschutz campus[18]

CU-Boulder team hopes new dating app a match for campus clientele[19]

**Links**
[1] https://connections.cu.edu/stories/competition-helps-spur-marketing-campaign[2] https://connections.cu.edu/sites/default/files/all-four_top.jpg[3] http://www.cu.edu/allfourcolorado[4] https://connections.cu.edu/stories/colorado-employment-growth-persist-despite-slip-new-business-formation-says-cu-boulder[5] https://connections.cu.edu/stories/student-sculpture-finds-permanent-home[6] https://connections.cu.edu/stories/participants-needed-free-weight-loss-class[7] http://www.nhlbi.nih.gov/health/educational/lose_wt/BMI/bmicalc.htm[8] mailto:hannah.k.nelson@ucdenver.edu[9] https://connections.cu.edu/stories/business-school-launches-international-research-council-commodities-and-innovative-

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