# Table of Contents

Mission and vision take shape ................................................................. 3  
Top-tier storytelling ........................................................................... 5  
Social media strategy targets growth ...................................................... 7  
Building internal culture .................................................................. 9  
Visibility at the core of marketing ......................................................... 11  
Advertising makes huge impression ......................................................... 13  
Website redesign drives traffic, audience ............................................... 15  
Capital Campaign concludes in style ....................................................... 17  
Celebrating the holidays ................................................................... 19  
Development projects at a glance .......................................................... 21  
Brand support in cross-campus collateral .............................................. 23  
Celebrating 30 years of Sombrilla ......................................................... 25  
Sombrilla expands in the digital space .................................................. 27  
Giving highlights campaign donors ....................................................... 20  
CASE Awards and Accolades 2015 ......................................................... 31  
University Communications and Marketing Staff ................................... 32
Mission and vision take shape

The UTSA Office of University Communications and Marketing (UCM) raises awareness of the university’s mission and its continual progress toward becoming a nationally recognized research institution. To build support for UTSA and increase engagement among its stakeholders, the UCM team articulates messages about UTSA’s world-class research programs, top-tier education, and economic and community contributions using a variety of channels. UCM also provides leadership and strategic counsel across the university to UTSA stakeholders to support college, departmental or other university goals and UTSA’s overarching strategic plan.

AT A GLANCE

<table>
<thead>
<tr>
<th>Mission</th>
<th>Vision</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSION</td>
<td>VISION</td>
</tr>
<tr>
<td>To earn respect, admiration and credibility for UTSA and the distinct characteristics that make it a university of excellence.</td>
<td>To protect, promote and advance the UTSA brand through strategic messaging, compelling storytelling and creative integrated marketing solutions.</td>
</tr>
</tbody>
</table>

| News story placements | 6,796 |
| Total advertising impressions | 143,251,934 |
| Total social media followers | 68,517 |
| Total UTSA.edu views | 37,155,154 |
San Antonio Express-News

Oct. 6, 2015: $180 million contributed to UTSA

May 9, 2015: Grad triumphs over blindness, cancer

June 14, 2015: Isolated beginnings gave way to a campus building boom

July 10, 2015: Educator not one to slow down, be it in life, career, civic affairs

April 29, 2015: UTSA students partner on products, companies
University Communications

Top-tier storytelling

University Communications and Marketing conveys strategic messages and shares news that demonstrates UTSA’s advancement to Tier One status to the university’s many stakeholders. Stories and pitches to local, trade and national media focus on academics, research, outreach and globalization activities taking place at the university. The team also leverages the expertise of UTSA faculty members to earn additional news coverage that raises the profile of the UTSA brand.

**COVERAGE BY SEGMENT**

- Online: 64.8%
- Newspaper: 16.1%
- Other: 12.1%
- Broadcast: 7.0%

**AT A GLANCE**

- 211 Unique story topics pitched
- 6,796 Print, broadcast and digital news placements
- 417 Incoming media inquiries

**TOP LOCAL PLACEMENTS**

<table>
<thead>
<tr>
<th>DATE</th>
<th>HEADLINE</th>
<th>PUBLICATION</th>
<th>SECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 6, 2015</td>
<td>$180 million contributed to UTSA</td>
<td>San Antonio Express-News</td>
<td>Front Page</td>
</tr>
<tr>
<td>Oct. 7, 2015</td>
<td>UTSA president reports progress toward Tier One</td>
<td>San Antonio Express-News</td>
<td>Page 2</td>
</tr>
<tr>
<td>April 29, 2015</td>
<td>UTSA students partner on products, companies</td>
<td>San Antonio Express-News</td>
<td>Front Page</td>
</tr>
<tr>
<td>May 9, 2015</td>
<td>Grad triumphs over blindness, cancer</td>
<td>San Antonio Express-News</td>
<td>Front Page</td>
</tr>
<tr>
<td>June 14, 2015</td>
<td>Isolated beginnings gave way to a campus building boom</td>
<td>San Antonio Express-News</td>
<td>150th Anniversary Series</td>
</tr>
</tbody>
</table>
Hello from the other side...of the Sombrella fountain. #UTSA

That feeling you get when your name will now begin with "Dr." #UTSA #UTSAGrad15

They see me Rollin'...#UTSARRDays #UTSA

But first, a selfie with Provost and Deans. #UTSA #UTSAGrad15

This is how it's done. #UTSA Piñata Bash.
Social media strategy targets growth

In 2015, University Communications and Marketing continued to grow UTSA’s audience, expand its channels and build upon its success in digital engagement. This year, UCM will continue to advance that online dialogue by emphasizing multimedia content creation, the adoption of new social media channels, and strategic planning that allows content to be created, cross-promoted and shared across a wider digital community.

### SOCIAL MEDIA AT A GLANCE

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook followers</strong></td>
<td>13,214</td>
<td>25,319</td>
<td>35,706</td>
</tr>
<tr>
<td><strong>Twitter followers</strong></td>
<td>9,587</td>
<td>15,565</td>
<td>23,575</td>
</tr>
<tr>
<td><strong>Instagram followers</strong></td>
<td>328</td>
<td>4,060</td>
<td>9,236</td>
</tr>
</tbody>
</table>
Meet a Roadrunner, Nov. 11, 2015: Jomari Guerrero

Meet a Roadrunner, Dec. 2, 2015: Steven Gonzales

Meet a Roadrunner, May 27, 2015: Doug Frantz

Meet a Roadrunner, March 4, 2015: Earlene Gonzales

Meet a Roadrunner, Sept. 23, 2015: Kristen Rosen

Meet a Roadrunner, Oct. 7, 2015: Michele Maasberg

Meet a Roadrunner, Dec. 2, 2015: Steven Gonzales

Meet a Roadrunner, May 27, 2015: Doug Frantz
Building internal culture

Building upon quantifiable insights, industry best practices and university pride, University Communications and Marketing strengthened its UTSA Today channel and Meet a Roadrunner series. In the coming year, these channels will be used to provide a deeper awareness of the incredible accomplishments of UTSA's top-tier students, faculty, staff and alumni, and to demonstrate the benefits of building a Tier One university that boosts San Antonio’s business community and economy.

AT A GLANCE

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>712</td>
<td>1,311,203</td>
</tr>
<tr>
<td>UTSA Today posts</td>
<td>Total UTSA Today sessions (up 14% year over year)</td>
</tr>
</tbody>
</table>

58
Meet a Roadrunner features

<table>
<thead>
<tr>
<th>UTSA TODAY</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 totals</td>
<td>1,311,203</td>
</tr>
<tr>
<td>San Antonio</td>
<td>1,081,609</td>
</tr>
<tr>
<td>Houston</td>
<td>38,490</td>
</tr>
<tr>
<td>Austin</td>
<td>12,738</td>
</tr>
<tr>
<td>Dallas</td>
<td>9,874</td>
</tr>
</tbody>
</table>

COVERAGE BY SEGMENT

- San Antonio-based coverage: 82%
- Outside San Antonio: 18%
San Antonio’s Top-Tier University
In 2015, University Communications and Marketing created and sustained new reputational awareness advertising campaigns, supported the integration and of the UTSA brand in communications and collateral created by various internal departments, developed a brand compliance strategy and introduced the UTSA brand to new audiences and in new regions.

Visibility at the core of marketing

<table>
<thead>
<tr>
<th>Total Projects</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>84</td>
<td>98</td>
</tr>
<tr>
<td>February</td>
<td>88</td>
<td>102</td>
</tr>
<tr>
<td>March</td>
<td>102</td>
<td>131</td>
</tr>
<tr>
<td>April</td>
<td>122</td>
<td>183</td>
</tr>
<tr>
<td>May</td>
<td>102</td>
<td>253</td>
</tr>
<tr>
<td>June</td>
<td>104</td>
<td>210</td>
</tr>
<tr>
<td>July</td>
<td>202</td>
<td>436</td>
</tr>
<tr>
<td>August</td>
<td>351</td>
<td>390</td>
</tr>
<tr>
<td>September</td>
<td>330</td>
<td>291</td>
</tr>
<tr>
<td>October</td>
<td>253</td>
<td>330</td>
</tr>
<tr>
<td>November</td>
<td>182</td>
<td>183</td>
</tr>
</tbody>
</table>

MONTH-TO-MONTH COMPARISON OF MARKETING TASKS COMPLETED — 2014 VS. 2015

KEY ACCOMPLISHMENTS AT A GLANCE

143,251,934 Total advertising impressions
268 Strategic email messages sent
= 2,372,469 Total email audience reach
Have you considered Graduate School?

Earn a graduate degree at UTSA

Visit our table at your College Fair this week!
Advertising makes huge impression

University Communications and Marketing’s goals were met by amplifying UTSA’s reputational presence and driving prospective students into the admissions funnel at both the undergraduate and graduate levels. UCM also expanded UTSA’s visibility in new markets through the strategic use of targeted messaging, while still maintaining a share of the voice in San Antonio, Houston and Austin.

<table>
<thead>
<tr>
<th>OUTDOOR IMPRESSIONS</th>
<th>TELEVISION IMPRESSIONS</th>
<th>DIGITAL IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear Channel</td>
<td>Time Warner Cable</td>
<td>Search</td>
</tr>
<tr>
<td></td>
<td>80,445,730</td>
<td>2,509,190</td>
</tr>
<tr>
<td>Lamar</td>
<td>KABB</td>
<td>GeoFencing</td>
</tr>
<tr>
<td></td>
<td>10,316,748</td>
<td>8,662,921</td>
</tr>
<tr>
<td>Outfront</td>
<td>KSAT</td>
<td>Pandora</td>
</tr>
<tr>
<td></td>
<td>4,735,866</td>
<td>12,505,090</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td></td>
<td><strong>95,498,344</strong></td>
<td><strong>1,552,550</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RADIO IMPRESSIONS</th>
<th>PRINT IMPRESSIONS</th>
<th>TOTAL ADVERTISING IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas Public Radio</td>
<td>San Antonio Express-News</td>
<td>143,251,934</td>
</tr>
<tr>
<td></td>
<td>6,032,351</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>143,251,934</strong></td>
</tr>
<tr>
<td></td>
<td><strong>571,251</strong></td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>2,509,190</td>
<td></td>
</tr>
<tr>
<td>GeoFencing</td>
<td>8,662,921</td>
<td></td>
</tr>
<tr>
<td>Pandora</td>
<td>12,505,090</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>197,462</td>
<td></td>
</tr>
<tr>
<td>Display-Video Channel</td>
<td>3,237,635</td>
<td></td>
</tr>
<tr>
<td>Facebook/Instagram</td>
<td>5,670,172</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>375,187</td>
<td></td>
</tr>
<tr>
<td>Spotify</td>
<td>632,902</td>
<td></td>
</tr>
<tr>
<td>Hulu</td>
<td>518,869</td>
<td></td>
</tr>
<tr>
<td>KSAT Digital</td>
<td>1,500,038</td>
<td></td>
</tr>
<tr>
<td>Express-News Digital</td>
<td>414,153</td>
<td></td>
</tr>
<tr>
<td>Rivard Report</td>
<td>882,376</td>
<td></td>
</tr>
<tr>
<td>San Antonio Business Journal</td>
<td>121,259</td>
<td></td>
</tr>
<tr>
<td>Texas Tribune</td>
<td>2,370,184</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>39,597,438</strong></td>
<td></td>
</tr>
</tbody>
</table>
Website redesign drives traffic, audience

A redesign of UTSA.edu, the primary gateway to the university, was initiated in 2015 to align the visual image of UTSA to its growing reputational stature. By focusing on the university’s strategic priorities and creating a web presence that is readily accessible to a younger, mobile-friendly audience, UTSA.edu will continue to generate dynamic user engagement.

UTSA.EDU HOMEPAGE AT A GLANCE

7,157,085 Total page views

4,200,000 Total users

1,108,364 Mobile sessions (phones + tablets)

UTSA.EDU HOMEPAGE PAGE VIEWS BY CITY

<table>
<thead>
<tr>
<th>City</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Antonio</td>
<td>5,228,356</td>
</tr>
<tr>
<td>Houston</td>
<td>417,259</td>
</tr>
<tr>
<td>Austin</td>
<td>127,065</td>
</tr>
<tr>
<td>Dallas</td>
<td>77,043</td>
</tr>
<tr>
<td>Schertz</td>
<td>51,418</td>
</tr>
<tr>
<td>McAllen</td>
<td>31,543</td>
</tr>
<tr>
<td>Boerne</td>
<td>27,970</td>
</tr>
<tr>
<td>New Braunfels</td>
<td>24,229</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>22,834</td>
</tr>
</tbody>
</table>

Page views from Texas cities outside San Antonio 814,644
Thanks to you, UTSA's first-ever capital campaign raised more than $180 million. The generosity of 33,000 donors is supporting groundbreaking research and providing a world-class education to our students.

We are San Antonio's top-tier university.

utsa.edu/thankyou
Capital campaign concludes in style

From every perspective, We Are UTSA — A Top-Tier Campaign is one of the great achievements in the university’s 46-year history. A series of beneficial partnerships plus thousands of donors and tens of thousands of gifts made the campaign a success. And University Communications and Marketing helped close it out with sophistication, flair and style.
Celebrate
UniversiTy mArketing

Celebrating the holidays

- Vice President for External Relations' holiday card
- UCM: Holiday social media graphic
- Development: Holiday social media graphic
- Development: Holiday social media graphic
- Development: “Show Your Love” Annual Giving landing page and email
- UTSA.edu: Social media graphics
- UTSA.edu: Social media graphics
Right now, while I am still a student, I am investing all that I can in UTSA by giving that you believe in UTSA students by donating $150 to the Family Fund today. Your student will—if they haven’t already—benefit from the Family Fund during the Career Closet with new suits, shirts, and ties. Many students attribute their professional development opportunities. Family Fund gifts have helped maintain a difference. Students may borrow business attire for job interviews and other student programs. The Career Closet is just one example of how your gifts make The fund is supported by donations from parents and family members You can help students like me fulfill our potential when you donate to the Annual Giving OR Monthly Gift: $100 One UTSA Circle $10/month Other: Check with your HR office for details. Many employers match charitable contributions. You can also give online at utsa.edu/giving. My or my spouse’s employer will match my gift! I received—and also fund many campus programs not covered by tuition and fees. The support UTSA receives from the state only cover a portion of our university’s operating costs, and—since 95% of UTSA’s funding is generated from our own sources—we must rely on the generosity of individuals like you. A gift to the Annual Fund provides immediate support to students and UTSA programs. Whether you can give $10, $25, $100, or $1,000, your gift makes a difference. "Knowing how much my experience has been impacted by donations, when I graduate I will decide to pay it forward to future Roadrunners. I hope you will join me in investing in UTSA today.”

Dear [Formal Salutation],

I’d like to give:

I joined SGA my first year and it was there that I learned that student tuition and fees do not cover the cost of all the programs we provide. One of the most stressful times of my life were the weeks leading up to my first semester at UTSA because I did not yet have the money to pay tuition. With just a scholarship, I was able to afford the classes I needed and I was able to go to UTSA for the education that my parents had always dreamed of. The work that you are doing at UTSA is truly amazing. UTSA has transformed into an emerging research university serving nearly 29,000 students in more than 150 degree programs. Our students and faculty are some of the best in the world. We are committed to providing academic excellence by recruiting world-class researchers, attracting top-ranked students and launching UTSA Open Cloud Institute, Epicenter Energy, Chevron, Northrop Grumman, NSA, 24th Air Force, SPAWAR, Amazon, for organizations such as CIA, FBI, and others. One UTSA Circle • Philanthropy is attracting top students • Largest cloud computing installation in the world • UTSA graduates work in cyber fields • More than 1,000 undergraduates in cybersecurity • 230+ graduate students, 54 Faculty with related expertise • 1/3 of those doctoral students are from minority groups • Has participated in an engineering or science summer camp • Competitions, including the National Cyber Competition • Pertains to security, intelligence and cyber security and related fields • Industry Partner • Industry Saavy • Other student organization, leading others. Go ‘Runners!

Your student will: - Have earned an 11/12 UTSA proposal pamphlet - Family Fund mailings including first-year parents and Thanksgiving appeal - Meet Andrea Video and Ad - Art auction invite - Campaign crowdfunding banner - DC Boards - CCR barbecue lunch invite - Zachry proposal pamphlet

$25K Challenge

RR4L

THE IDEAL UTSA ENGINEER

Graduates in 4 years

• How to transition from school to work

• Advantage of being an engineer vs other careers

• Job market ready to make a difference

Globally Aware

• Has traveled abroad, learned about different cultures perspectives.

Well-Rounded

• Arts and communication skills after participating in a personal development workshops and programs.

Leader

• Participated in an engineering or other student organizations, leading others.

Intellectually Curious

• Participated in research, and/or minor always projects partnering with faculty experts to apply knowledge and solve challenges.

Community Minded

• Has served the community through volunteering and service learning.

Industry Saavy

• Has a good understanding of career options, expanding career gainig experience on the go.

UTSA

THE UNIVERSITY OF TEXAS AT SAN ANTONIO

THE IDEAL UTSA ENGINEER

Graduates in 4 years

• How to transition from school to work

• Advantage of being an engineer vs other careers

• Job market ready to make a difference

Globally Aware

• Has traveled abroad, learned about different cultures perspectives.

Well-Rounded

• Arts and communication skills after participating in a personal development workshops and programs.

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• Participated in an engineering or other student organizations, leading others.

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Community Minded

• Has served the community through volunteering and service learning.

Industry Saavy

• Has a good understanding of career options, expanding career gainig experience on the go.
Development projects at a glance

- Shreveport Conference PowerPoint
- Development Andrea Video and Ad
- Sombrilla Society Lunch Invitation
- Campaign Event Invite
- President’s Association Acquisition Direct Mail
- Endowment Services FAQ Brochures
- Fiesta River Parade Invitation
- Donor Thank You Card
- Annual Giving “I’m Rowdy for You” T-shirts
- I Heart UTSA $25K Challenge
- Roadrunner Loyal Email
- Open Cloud Institute Evite
- Cyber UTSA DC Boards
- Chemical Engineering Proposal
- Roadrunner Loyal Email
- COS Campaign Event Program
- Alvarez Hall Dedication Program
- Cybersecurity Brochure
- Embrey Real Estate Finance and Development Graphic
- Ancira Proposal
- Fiesta Medal Card
- River Parade Party Program
- Planned Giving Lunch Invite
- 25K Challenge Banner
- JPMorgan Seminar Invite
- Will’s Guide Crescendo Brochure
- $25K Challenge Email
- 2015-2016 Stewardship Calendar
- Social Toaster Graphics
- Art Auction Invite
- Summer Lovin’ Campaign & Postcards
- BHP Proposal Powerpoint
- Postcard To Donors
- Thank You Phonathon Cards
- End of Year Invoice direct mail
- JPMorgan & UTSA Seminar Program
- Party for the Arts Event Signage
- End of Year Emails
- Football Program Ad
- PA Renewal Direct Mail
- Newsletter to Donors 2015
- Email Invite Center for Collegiate Recovery
- Invitation for Romo California Event
- COB Donor Photo Book
- Football Email Invites Template 15-16
- Zachry Proposal
- Faculty/Staff Stewardship Wallet 15-16
- RR4L Member T-shirts 15-16
- Thanks Day Boards 2015
- Family Fund Mailing
- End of Campaign SAEN Ad
- End of Campaign SABJ Ad
- First Time LYBUNT Gift Tag Mailing
- November Thanksgiving Appeal Mailing
- December PA Renewal/Acquisition
- Holiday Poinsettia Card
- Fireworks Graphics for Screens
- COB Annual Giving One Pager
- Planned Giving Mailing
- AG-RR4L Birds Up Tshirt Reprint Fall 2015
- Rowdy Holiday Graphic
- AG End of Calendar Year
- Development Officers Cards
- AG Student Planner Ad
- Ornaments and Name Tags
- Endowment Brochure and Insert
- Campaign Finale Collateral

Invitation for Romo California event
How do I receive Financial Aid at UTSA?

Students must complete the FAFSA in order to be considered for financial aid. Financial aid consists of different types of Grants, Scholarships, Work-Study, and Loans. Please be aware that the earlier you complete the FAFSA, the more aid you may be eligible for.

Where do I obtain the FAFSA?
The online application is available at www.fafsa.ed.gov and is the preferred method. The online application is faster than the paper application (which usually can be obtained at high school guidance offices). Please note that the FAFSA is a FREE application. You do NOT need to use other websites (that charge you) to complete the FAFSA.

What do I need to complete the FAFSA?
You will need a copy of your tax returns if you filed taxes, your parents' tax returns if you are under the age of 24 and not married, and your spouse's tax return if married in order to complete the application. You also should have all W2s available.

What is UTSA's School Code?
010115

What is a Federal Student Aid (FSA) ID?
The FSA ID comes from the U.S. Department of Education and serves as your electronic signature for online applications and account management. You can request an FSA ID at https://fsaid.ed.gov/npas/index.htm.

What is a Student Aid Report?
The SAR (Student Aid Report) is the report you will receive after completing the FAFSA. It includes your answers to the questions on the FAFSA and should be reviewed carefully. The SAR also includes your Estimated Family Contribution (see below). Colleges will receive the information from your SAR electronically. That is how the college will award your financial aid.

What is the Expected Family Contribution?
The EFC (Expected Family Contribution) is the Federal Government's calculation that lets colleges know how much you or your family are expected to contribute to your education that year. Your EFC determines how much financial aid you are eligible for by establishing your overall financial need.

What do I do if I made an error on the FAFSA?
You can make corrections to your FAFSA at the FAFSA website: http://www.fafsa.ed.gov

How do I find more information for specific questions regarding the FAFSA?
For more specific questions, please visit the FAFSA website at http://www.fafsa.ed.gov/help.htm In addition, you can call the Federal Student Aid Information Center at 1-800-433-3243.
Brand support in cross-campus collateral
Building on past successes, UTSA has embarked on the development of a new strategic plan—UTSA 2020 Blueprint—that will move the university forward in its journey to Tier One recognition.

UTSA 2020 Blueprint will guide the university's growth over the next five years by aligning resources with new goals and strategic initiatives in six areas: educational excellence, superior infrastructure, innovative research and discovery, strong community involvement, superior student experience, and world-class graduate programs.

UTSA has made great strides under its existing strategic plan: A Shared Vision 2016. The university has earned an international reputation for excellence in scholarship and research, recruited top-tier faculty and students, expanded public and private partnerships and received the Carnegie Foundation's Community Engagement Classification. Now it is time to take the next step.

With input from the university constituents, UTSA 2020 Blueprint leadership teams are identifying new initiatives in academic, research and community service programs. President Ricardo Romo has led a number of forums to gain insights and ideas from the university community. That process will continue as leadership teams finalize the new plan.

"Great ideas are needed to make UTSA 2020 Blueprint a success," Romo says. "I encourage everyone to get involved—faculty, staff, students, alumni and our partners in the San Antonio community. At the end of the process, we will have a new strategic plan that helps us reach more milestones in our journey to Tier One."

WEB EXTRA
Learn more about UTSA 2020 Blueprint by visiting Sombrilla Magazine online.

The Six Pillars
TOWARD TIER ONE

EDUCATIONAL EXCELLENCE
• Improve student-faculty ratio
• Enhance academic success
• Improve graduation and retention rates
• Manage enrollment growth
• Expand recruitment and scholarships

SUPERIOR INFRASTRUCTURE
• Align the budget to goals
• Build and maintain state-of-the-art facilities
• Enhance business processes
• Offer quality administrative services
• Expand data and technology infrastructure

INNOVATIVE RESEARCH AND DISCOVERY
• Increase research expenditures
• Recruit exceptional faculty scholars
• Facilitate breakthrough discoveries
• Bolster partnerships
• Expand internal collaboration

EXPAND COMMUNITY INVOLVEMENT
• Raise the university's profile
• Strengthen internship opportunities
• Increase endowment funds
• Engage with alumni more
• Promote community engagement
• Expand economic development

SUPERIOR STUDENT EXPERIENCE
• Provide top-tier libraries
• Enhance student services
• Offer quality advising
• Promote recreational programs
• Elevate athletics
• Expand education abroad

WORLD-CLASS GRADUATE PROGRAMS
• Increase graduate enrollment
• Increase Ph.D. programs
• Offer premier graduate online programs
• Conduct global student recruitment

A Strategy for Tomorrow
LOOKING AHEAD
UNIVERSITY EMBARKS ON NEW PLAN TO GUIDE GROWTH FOR THE NEXT FIVE YEARS
Celebrating 30 years of Sombrilla

In 2015, University Communications and Marketing built a publications structure to streamline the planning and production processes to create print and digital magazine products. The team also made advancements in its relationships with other departments across the university.

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In the online edition of Sombrilla Magazine, University Communications and Marketing refreshed the website to reduce clutter and enhance readability.
Sombrilla expands in the digital space

The spring/summer print and online editions of Sombrilla Magazine celebrated the publication’s 30th anniversary with a themed issue that honored the university’s traditions and icons and expanded editorial coverage from basic storytelling to content that became interactive and entertaining.

Other key initiatives include:
  - Expanded “exclusively online” content to guide readers to digital content
  - Highlights on key university areas of research and community service by employing subject labels on select articles
  - A reinforced commitment to spotlight the accomplishments of alumni by introducing article formats that best suit the subject matter within the alumni section
A Capital Success

Reaching a beyond-target $180 million, UTSA closes its first capital campaign—and moves closer to Tier One

INSIDE: ADVANCING RESEARCH, CHANGING LIVES | TALLYING THE NUMBERS | LEADING A SUCCESSFUL CAMPAIGN

UTSA Giving
THE UNIVERSITY PHILANTHROPY MAGAZINE | WINTER 2016
Chemistry professor and medicinal chemist Doug Frantz is waging a war against cancer and cardiovascular disease. Frantz uses adult stem cells—already in the body—to help regenerate healthy tissue. His work is part of the Center for Innovation and Drug Discovery, an initiative at UTSA backed by the Max and Minnie Tomerlin Voelcker Fund. Researchers in the center are working to curb—or cure—breast and prostate cancers as well as neurodegenerative disorders like Alzheimer’s, Parkinson’s, and Huntington’s diseases.

“The Voelckers wanted their legacy to advance medicine with the potential to cure diseases,” said Banks M. Smith, a Voelcker trustee. “Supporting UTSA’s medicinal researchers when the university is aspiring to become Tier One gives the opportunity to make a significant impact right here in San Antonio.”

University Communications and Marketing created a special edition of UTSA Giving that reveals a broad overview of how campaign contributions are already having an impact on university life. The team also highlighted key donors with details of their commitment to UTSA.

University Communications and Marketing focused Giving magazine’s storytelling on how donor contributions make a direct impact on UTSA, faculty researchers and students. And, to mark the successful completion of the university’s first capital campaign, University Communications and Marketing created a special edition of UTSA Giving that reveals a broad overview of how campaign contributions are already having an impact on university life.

The team also highlighted key donors with details of their commitment to UTSA.
CASE* AWARDS & ACCOLADES
2015

PLATINUM CATEGORIES

Best Practices in Alumni Relations
Gold
Launch UTSA: Higher Education Crowdfunding
External Relations
The University of Texas at San Antonio

ALUMNI RELATIONS

Alumni Program, Project or Special Event
Bronze
UTSA Football T-Shirt Membership Acquisition
Office of Alumni Relations
The University of Texas at San Antonio

FUNDRAISING/DEVELOPMENT

Annual Giving Program
Gold
The Romo Challenge
External Relations
The University of Texas at San Antonio

Integrated Marketing Campaign
Silver
UTSA Football T-Shirt Membership Acquisition
Office of Alumni Relations
The University of Texas at San Antonio

ELECTRONIC COMMUNICATION,
WEB & SOCIAL MEDIA

Video – Fundraising
Silver
Meet Andrea
External Relations
The University of Texas at San Antonio

Video – Animation
Gold
Meet Andrea
External Relations
The University of Texas at San Antonio

Web – Homepage
Silver
Faculty Experts Guide
Office of University Communications & Marketing
The University of Texas at San Antonio

Social Media – Creative Use
Gold
Fill the Fountain
Office of University Communications & Marketing
The University of Texas at San Antonio

DESIGN

Design – Admissions, Recruitment,
Promotional Literature
Gold
You’re In
Office of University Communications & Marketing
The University of Texas at San Antonio

PHOTOGRAPHY

Color Photography – People & Portraits
Gold
On a Blue Cloud
Office of University Communications & Marketing
The University of Texas at San Antonio

Digital or Computer Enhanced Image
Gold
EEG
College of Engineering
The University of Texas at San Antonio

WRITING

Writing – Collection
Bronze
UTSA Spirit of San Antonio Marching Band
Chosen to Represent U.S. in France
Office of University Communications & Marketing
The University of Texas at San Antonio

SPECIALTY & PRINT ADVERTISING
PROJECTS

Specialty Advertising Projects
Gold
UTSA Ornament
External Relations
The University of Texas at San Antonio

* Council for the Advancement and Support of Education
OUR STAFF

Joe Izbrand
Associate Vice President for Communications and Marketing, Chief Communications Officer

Joni Shaum
Administrative Services Officer II

Rocky Guerrero
Senior Administrative Associate

Communications

Christi Fish
Executive Director of University Communications

Marissa Villa
Multimedia Manager

Jesus Chavez
Public Affairs Specialist II

Joanna Carver
Public Affairs Specialist II

MARKETING

Brett Calvert
Executive Director of Marketing

Joan Duncan
Project Manager

Erin Moring
Marketing Manager

Joaquin Herrera
Creative Services Manager

Maria Castro
Graphics Designer I

Emanuel Rodriguez
Multimedia Designer II

PUBLICATIONS

Shashi Pinheiro
Associate Director of Web Services

John David Garza
Webmaster

David Deering
Producer

Mark McClendon
Photographer III

Courtney Campbell
Photographer II

Maria Corral
Web Specialist

Michael Edwards
Managing Editor

Michelle Mondo
Multimedia Editor II

Vanessa Davila
Multimedia Editor II

Maria Corral
Web Specialist