

# Strategic Plan Goal: "Position and market UMBC as an important artistic, cultural, and intellectual destination in the region..."

To increase the visibility of the arts and humanities at UMBC, the Office of Institutional Advancement and the College of Arts, Humanities & Social Sciences developed a brand to reflect the rich experience of our offerings:



## UMBC Arts & Humanities

In fall 2011, with investment by the Provost, OIA and CAHSS, we launched a branding campaign on campus and in the broader community to promote events as well as the overall breadth, depth and vitality of the arts and humanities at UMBC.

### Increased Visibility on Campus...



A "billboard" on the construction fence made physical the connection between the new building and the broader campaign, generating excitement and pride in both.



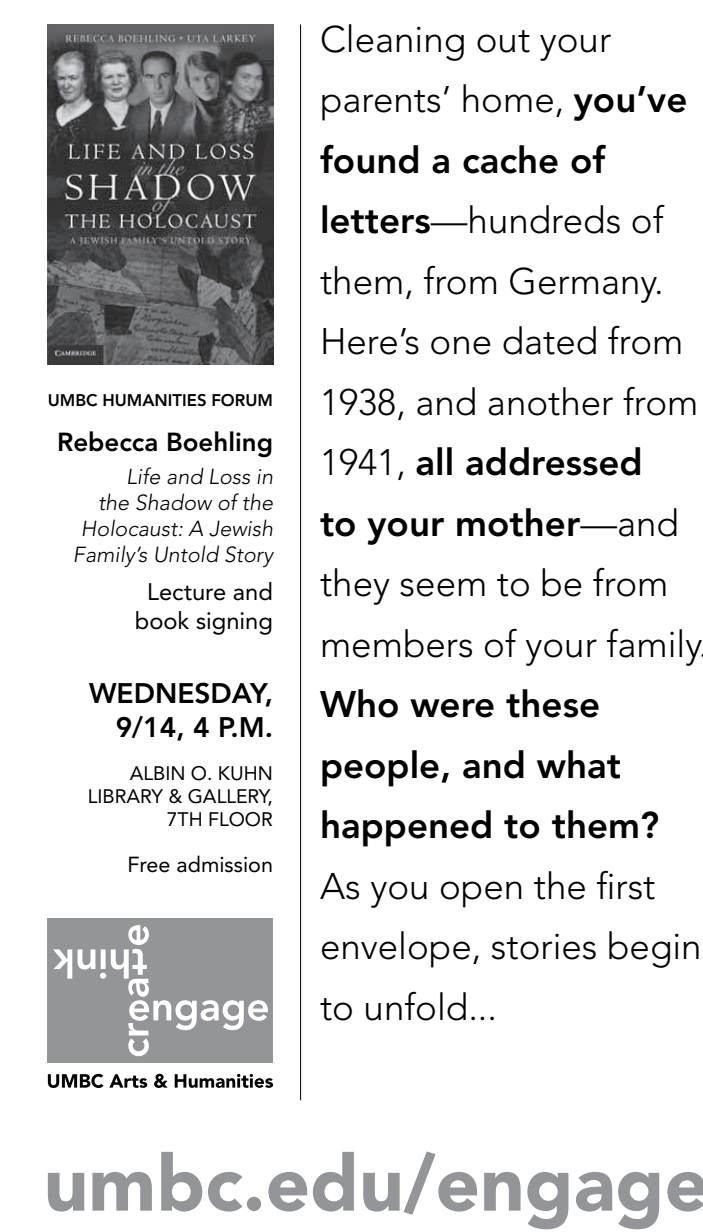
Arts and humanities events at UMBC were promoted using monthly flyers and a new "Engage" web site, as well as the CAHSS web site, weekly arts emails, myUMBC, campus digital signage and through social media.



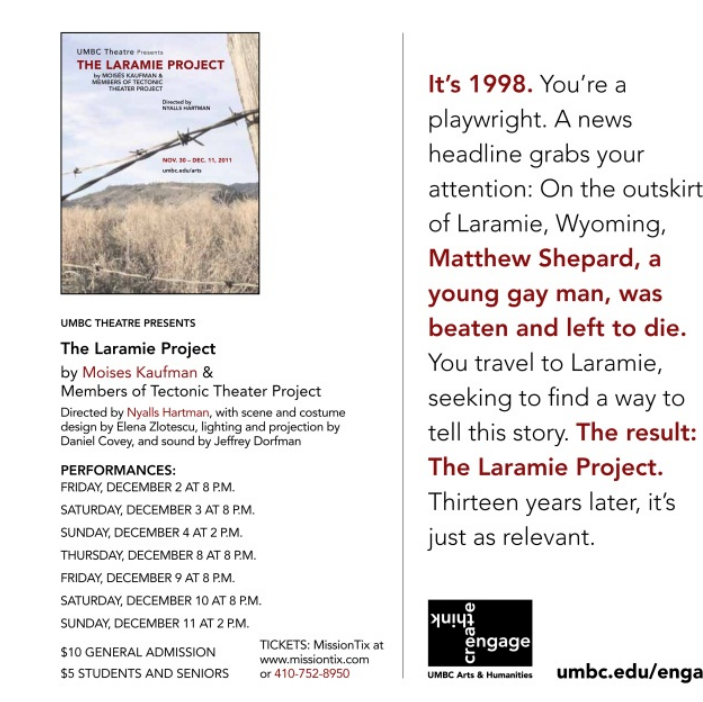
The UMBC Bookstore began selling branded mugs, t-shirts and tote bags.

### ...And off: Advertising UMBC as a Center for Arts & Humanities

"UMBC Arts & Humanities: think create engage" advertising was broadcast on WYPR and appeared in *City Paper*, *Afro American*, *Urbanite*, *Jewish Times* and *OutLoud* newspapers as well as on selected web sites.



Jewish Times



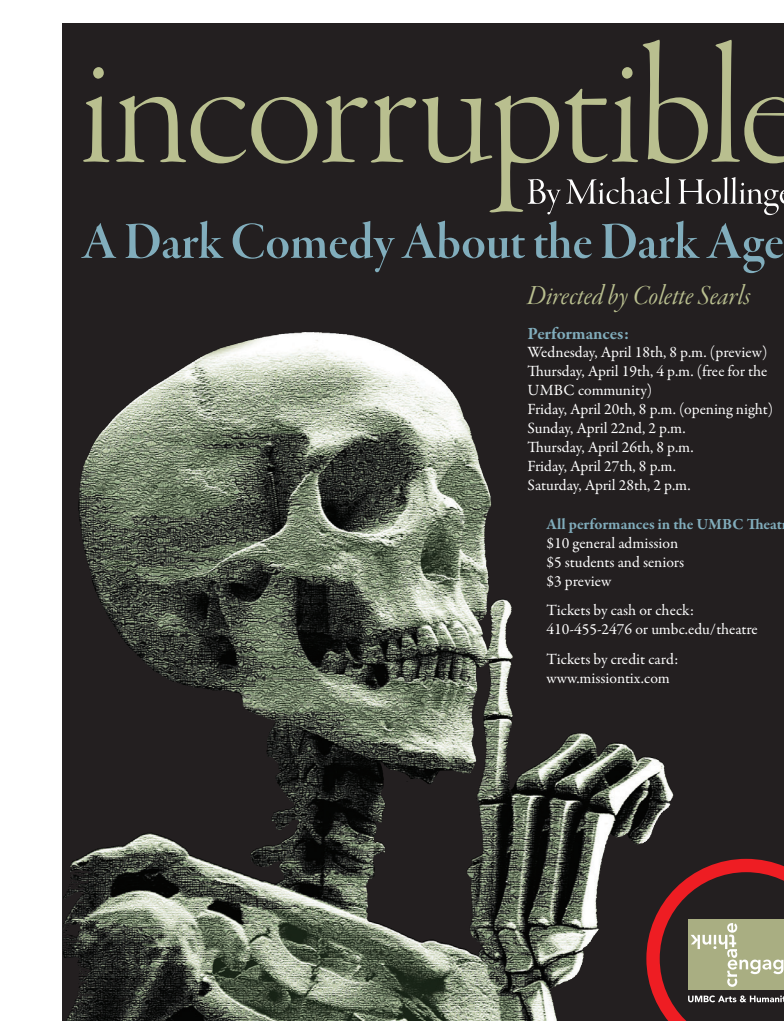
OutLoud



musicbox.com

### Results!

➔ Event attendance increased across many events. For example, average Humanities Forum attendance grew 61% (from 96 to 155 per lecture), with a notable increase of audience members from the general public.



➔ Many departments adopted the logo and branding style, resulting in greater consistency.

➔ Cross-promotion of events was enhanced through wide distribution of monthly flyers on campus

## Performing Arts & Humanities Building Opening Celebration

September 19, 2012



- 2 p.m. Phase II Groundbreaking and Phase I Ribbon-Cutting with Governor Martin O'Malley
- 3:30 p.m. UMBC and the Greater Baltimore Cultural Alliance Present: **New Space**. Leaders breaking fresh ground in the region's cultural landscape reveal the physical, conceptual, and virtual spaces that motivate their work, answering the question: How do new spaces inspire us to think, create and engage in expected and unexpected ways?  
*Proscenium Theatre*
- New Space Presenter Pairs**
- Wendy Salkind, UMBC Theatre & Jessica Berman, UMBC English
- Fred Lazarus, MICA & Tim Nohe, UMBC Visual Arts (Station North)
- Vince Lancisi, Everyman Theatre & David Mitchell, Arena Players (Envisioning new theatres)
- Doreen Bolger, BMA & George Ciscle, The Contemporary (Virtual space for art)
- Liz Lerman, performer/choreographer & Sharayna Christmas Rose, Muse 360 (Dance in unexpected spaces)
- Kalima Young, The Baltimore Art & Justice Project, & Nicole King, UMBC American Studies (Digital mapping of culture)
- Marvin Pinkert, Jewish Museum & Kevin Griffin Moreno, Baltimore Community Foundation (Archive and storytelling)
- 3:30-6:30 p.m. Picnic and outdoor musical performances  
*PAHB Lawn*
- 7 p.m. Humanities Forum: "The Humanities, Without Apology." Pauline Yu, President, American Council of Learned Societies  
*Proscenium Theatre, followed by dessert reception in PAHB Lobby*