Telling Our Story, Together.

Nicole Szymczak

Vice President Communications and Marketing

THE UNIVERSITY OF TOLEDO

THE POWER UTOLEDO THE POWER UTOLEDO THE POWER UTOLEDO

LISTENING FIRST

What I've heard

From deans, directors, chairs, faculty, alumni and UToledo Health leaders

ALSO HEARD

Parking. I've heard you.

Rocket apparel. Athletics is on it, and I'm with them.

CAMPUS LEADERS

Tell our story.

Align around our brand.

Build awareness of our value.

FACULTY

Share our news quickly.

Help us learn about the research happening here.

Help me understand how marketing works.

ALUMNI

Be louder and prouder.

Use our regional partnerships to amplify our message and prove our impact.

UTOLEDO HEALTH LEADERS

Show the quality of our care.

Help everyone who needs care find us, including Medicaid patients.

THE UNIVERSITY OF TOLEDO

UNIVERSITY COMMUNICATIONS AND MARKETING

Two Missions, one team

The University of Toledo

Telling our story to:

- Students and families choosing a college
- Alumni and donors
- Faculty and staff
- Community, industry and government partners

UToledo Health

Telling our story to:

- Patients and families choosing care
- Physicians, nurses and providers
- Employers and health partners
- Our region, about its health

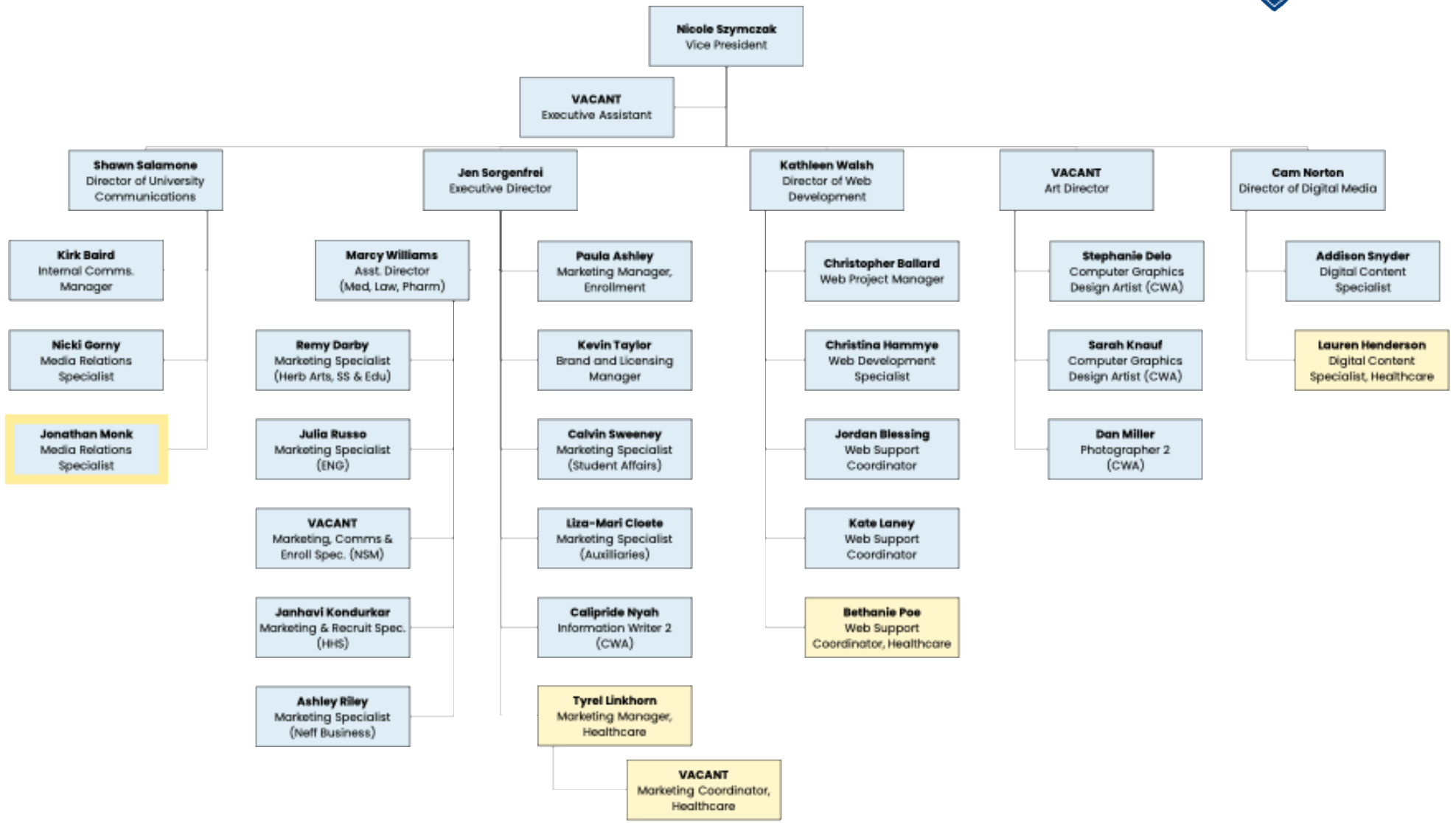
Inside University Communications and Marketing



Creative & Design	Public & Media Relations	Website Development, Design, Management & Analytics
Brand & Licensing	Internal Communications	Enrollment Marketing
Content Development	Social Media & Social Listening	Marketing Specialists in Each College & Unit

Supporting UToledo and UToledo Health

Office of University Marketing and Communications



Updated - 9/2/2026

ONE BRAND

From campus to clinic (Power to Do 2.0)

Billboards, social, digital and campus signage share one look and one promise.

The University of Toledo and UToledo Health, telling one story about possibility.



THE UNIVERSITY OF TOLEDO

CONTENT STRATEGY

Earned, owned and paid, working together

Others tell our story. We tell our story. We invest to amplify it.



EARNED

Good-news media cadence • Faculty expert pitches • Op-eds • News placements with The Blade, WTOL and regional media

OWNED

Alumni, research and student stories • The Rocket enewsletter • Relaunched news page • Social and the President's LinkedIn note • Alumni enews and utoledo.edu

PAID

BVK brand and enrollment advertising • Net Natives digital • WGTE sponsorship • Boosted social and paid promotions

Where they meet: WGTE sponsorship earns monthly UToledo guest segments; paid promotion extends our owned stories.

Our connected audiences see all three. Most will meet us through the channels we own.

THE UNIVERSITY OF TOLEDO

ENROLLMENT MARKETING

One connected funnel

Marketing and Enrollment Management working as one team, from first impression to first day



Lead with the UToledo Advantage. Brand refresh and dynamic advertising with BVK, amplified through our own channels: The Rocket, news, WGTE.

Be easy to find. Auditing web pages, tags and metadata so students and families find us in search and AI tools.

Capture every lead. Mapping the student journey in Slate, from ad or social post to request for information.

Turn interest into action. Tracking application and visit clicks, with coordinated follow-up alongside Enrollment Communications.

Prove what works. Connecting enrollments back to the marketing that drove them, undergraduate and graduate online.

CLOSING THE LOOP **What we learn at each stage shapes where we invest next.**

THE UNIVERSITY OF TOLEDO

MY 3-MONTH TAKEAWAY

We don't lack great stories or value.
We have an awareness and alignment opportunity.

Marketing and Communications connects the dots, amplifies what makes us distinctive and turns institutional strengths into institutional reputation.

MY FOCUS: MAKE UTOLEDO

Better known

Our people, programs and outcomes in front of more audiences, more often.

Better understood

One clear brand and value story, told consistently.

Impossible to overlook

Our strengths show up wherever people look.

THE UTOLEDO ADVANTAGE

At UToledo, you don't just earn a degree. You graduate with an advantage.

Our promise to every student, and the way we describe the value of a UToledo education to everyone we serve.



ONE PROMISE | FOUR PROOFS | EVERY AUDIENCE

WHAT PEOPLE HEAR

Four proofs behind the promise

Each one is a claim we can back with evidence.

REAL

Experience

Co-ops, internships, clinicals and research, guaranteed experience for new undergrads through ASCEND.

In the plan: ASCEND and experiential learning

REAL

Value

An affordable degree, with graduate earnings that hold up in federal data.

In the plan: Value proposition

REAL

Access

Small classes, faculty who know your name, real research tools and Toledo as your classroom.

In the plan: Innovative academic programs

REAL

Outcomes

A record graduation rate, all-time-high persistence and careers that follow.

In the plan: Student success measures

THE UNIVERSITY OF TOLEDO

UTOLEDO ADVANTAGE



ACTIVATING THE ADVANTAGE

One Advantage, every audience

FUTURE ROCKETS AND FAMILIES

Promise it

Recruitment, web, tours, counselors and parents lead with the Advantage.

CURRENT STUDENTS

Name the moment

When they land a co-op, start research or enter a clinic, we tell them: this is your UToledo Advantage.

ALUMNI

Prove it

What was your UToledo Advantage? Their answers become Power to Do stories.

EMPLOYERS AND PARTNERS

Talent advantage

Co-op and internship partners host our students and become our proof and advocates.

OUR REGION

Toledo's advantage

The University for Toledo. When our graduates advance, our region does too.

EVERY COLLEGE

Your story to tell

Every college has its own version. We will help you tell it.



AMBASSADORS

One real story travels

Our current campaign followed student Yashwardhan Ghadge through a day in his life, including his internship with Athletics.

430,000
impressions

6,800
video completions

4,027
clicks

0.94%
click-through rate

THE UNIVERSITY OF TOLEDO

Chat said it

who will win BGSU vs. UToledo Football this year???

Right now, I'd pick **Toledo**.

As of Oct. 5, the Rockets are **4–1 and riding a four-game winning streak**, while Bowling Green is **1–4** after finally getting its first win, 24–20 over Miami. Toledo has also been much more explosive offensively: 49 vs. Temple, 41 vs. San Diego State and 39 at Ball State. University of Toledo ... +1

And this year's **Battle of I-75 is at the Glass Bowl**, Friday, **Nov. 20 at 7:30 p.m. on ESPN2**. That matters: Toledo is currently **3–0 at home**. Bowling Green State ... +1

My way-too-early prediction:

🚀 **Toledo 34**
🦅 **BGSU 20**

THE UNIVERSITY OF TOLEDO

...it must be true.

HOW WE CLOSE THE GAP

Rockets need SPACE

Five ways we shape how the world sees UToledo, and what's new in each.

S	**Search and AI** How people find us	Prioritizing web content, search visibility and metadata,; relaunching the news page; refreshing the UToledo Health site and provider directory.
P	**Paid** What we pay to say	One brand from campus to clinic, with dynamic advertising and a refreshed enrollment brand.
A	**Advocates** Who speaks for us	Alumni, boards, faculty, staff and the Brand Champions Network, all telling the story.
C	**Content** What we say ourselves	The Rocket, Power to Do stories, WGTE and Athletics cross-promotion.
E	**Earned** What others say about us	A proactive good-news cadence and research stories with national reach.

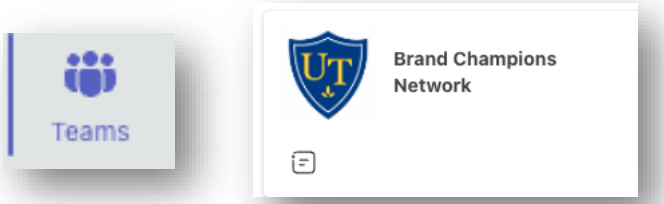
THE UNIVERSITY OF TOLEDO

Brand Champions Network: Launched October

70+ Representatives Across Campus



The UToledo Brand Champions Network brings together communicators from across our colleges and units to share story ideas, learn from one another and help more people see the work happening here.



THE UNIVERSITY OF TOLEDO