



Maurice D. Edington, Ph.D.
President

As part of our ongoing commitment to the [Delivering on the Promise](#) strategic plan, I am pleased to announce the second Presidential Priority Initiative, focusing on elevating UDC's marketing and public relations strategies. This initiative is designed to strengthen our institutional identity, enhance recruitment efforts and improve engagement with students, faculty, staff and the broader community.

Through a comprehensive rebranding effort, we will implement a suite of modernized marketing tools and strategies to enhance visibility and attract top talent. The components of this initiative include:

Key Enhancements:

- **Redesigned University Website:** A modern, user-friendly platform that improves navigation, accessibility and engagement for prospective students and stakeholders.
- **Promotional Campaign with Visual Ad Placements:** A targeted campaign featuring billboard ads, digital media and print materials to enhance UDC's visibility across the region.
- **Recruitment Videos & Marketing Materials:** High-quality multimedia assets that showcase UDC's academic programs, student success stories and campus experience.
- **New PowerPoint Templates & Email Signatures:** Branded materials ensuring consistency in internal and external communications.
- **University Tagline: "Turning Potential *into* Power":** A bold, aspirational message that reflects UDC's mission and impact.
- **Social Media and Digital Engagement Expansion:** Strengthening UDC's presence across platforms with more dynamic storytelling, student spotlights and interactive content.
- **Strategic Media Partnerships:** Collaborating with local and national media to share UDC's achievements and amplify our brand.

These efforts will position UDC as a leading national public urban university, increasing awareness, engagement, and pride within the Firebird community.

In service,

Maurice D. Edington, Ph.D.

President, University of the District of Columbia

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