WE’RE HERE TO HELP

University Communications (UComm) is a central resource for the university. We connect and support a network of communicators across campus in their marketing and communication efforts. We offer consultation and strategy on marketing and brand management; digital communications; event planning; and media communications and relations.

DIGITAL COMMUNICATIONS

Digital Communications works to strategically expand UNO’s online and digital presence. Areas of support include strategy and tools that assist in delivering secure, accessible and brand-approved content across many platforms.

Areas of coverage include:
- Cascade Server Content Management System (CMS) training and support
- UNOmaha app

EVENTS

Campus Events is responsible for the planning and execution of several campuswide events including May and December commencements, Faculty and Student Honors Convocations, and more.

Services include:
- Consultations and support
- On-campus and vendor resources
- Sponsorships

EDITORIAL AND MEDIA RELATIONS

Editorial and Media Relations works to foster knowledge about UNO locally, nationally, and around the globe. We share the UNO story through the cultivation of individual campus stories, the exchange of information with campus as well as members of the media, and coordination of interviews with faculty experts.

Some areas covered:
- Maverick Daily and Bullseye newsletters
- Social media management
- Photography and videography
- News releases

MARKETING AND BRAND MANAGEMENT

Marketing and Brand Management works to cultivate public awareness of UNO. This is done by sharing the UNO story by creating a defined university brand that is conveyed throughout every facet of campus and our community.

The marketing team can assist with:
- Marketing and Advertising
- Graphic design
- Brand management
- Sponsorships

Start a project with UComm by completing the “Start your Project” form:
[ UCOMM.UNOMAHA.EDU/START ]

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