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UNIVERSITY CENTER

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David J. Steinberg, President

TO: The University Community  
FROM: David J. Steinberg  
DATE: December 21, 2011

On January 1st, the public launch of the University's new branding and visual identity campaign will begin. Our strategy is to take a dominant position in regional and digital media. Ads will run on cable television, in The New York Times, The Daily News and Newsday; on Long Island Railroad platforms; in the New York City subway system; on billboards in high traffic areas and other traditional sites. The University also will establish a major presence in the multiple worlds of social media and on the web.

The campaign provides a strategic framework for highlighting student aspirations and achievements, celebrating our faculty in their roles as scholars and educators, illuminating the special character of each campus and reinforcing the notion that every unit of our University is an integral part of one of America's most comprehensive private universities.

It is our belief that this initiative will raise our institutional appeal among prospective students and will foster greater pride of affiliation within our network of nearly 185,000 living alumni. It is the conviction of the Board that such an integrated campaign will optimize our marketing efforts -- an essential ingredient to ensure the University's future prosperity.

The graphic below expresses the synergy and depth of the LIU family.

