

State Agency	University of Oklahoma <ul style="list-style-type: none"> • SW0135
Scope of Work	Integrated Communications Services, including: <ul style="list-style-type: none"> • University-wide Communications Ecosystem Assessment & Key Recommendations • Integrated Marketing & Communications Support • Creative Production • Project Management
Date Awarded	July 2023
Term of work	07/01/2023-06/30/2024
Fee Revenue*	\$164,383.31
Contract Amount**	\$164,383.31

***Fee Revenue** is the amount paid to Saxum for services rendered. Saxum pays a 1% fee on all state work to OMES quarterly.

****Contract Amount** includes pass-through costs such as media buys, sponsorships, etc.

MEANINGFUL & MEASURABLE IMPACT

- **University-Wide Communications Ecosystem:** Saxum conducted a comprehensive audit of the university's existing media materials to assess effectiveness and identify gaps. This included the creation of a master list of OU experts to serve as a valuable resource for media engagement and public relations. To ensure effective communication, we developed and implemented a media training program aimed at equipping key university personnel with the skills needed to handle media interactions confidently and professionally. Additionally, we provided recommendations for an OU newsroom, a centralized hub for disseminating news and updates, ensuring a cohesive and streamlined approach to the university's communications efforts.
- **Integrated Marketing & Communications Support:** Saxum provided ongoing integrated marketing & communications support, beginning with the identification of messaging domains and core story mining strategies that resonate with the university's key audiences. We identified and developed breakthrough stories and storytelling opportunities that highlight the university's unique strengths and achievements, including key placements in *The New York Times* and CBS News. Additionally, we focused on thought leadership positioning, ensuring that OU is recognized as a leader in education, research and innovation. Throughout the engagement, we offered continuous strategic counsel and support to ensure that the university's communications and marketing efforts are aligned with its broader objectives and adapted to emerging challenges and opportunities.
- **OU Day at the Capitol Handout Design:** For OU's Capitol Day, Saxum designed a compelling one-pager that effectively communicated the university's key messages to legislators.

Questions or Comments: Please reach out directly to contracts@saxum.com with any questions.