

/// FALL 2024
REPUTATIONAL
CAMPAIGN



CAN'T
STOP
HOUSTON



*OUR VISION OF BECOMING A **TOP 50**
PUBLIC UNIVERSITY DRIVES THE
OBJECTIVES OF THIS **MULTI-YEAR**
CAMPAIGN:*

1. Inspire prospective students and faculty to join us
2. Instill pride and confidence within our community
3. Invite donors to take part in Centennial campaign
4. Influence peer universities to look to UH as a top-tier institution





We opened the first medical school in Houston in 50 years, charged into the Big 12 conference and climbed the national rankings. We are THE ENERGY UNIVERSITY, powering the grid of the future with breakthroughs in superconductivity. We are Pulitzer Prize winners, Final Four contenders, leaders in entrepreneurship and a Tier One research university. As we approach our centennial, every achievement, every breakthrough, and every step forward proves that when Houston leads, there's no stopping us.

CAN'T STOP HOUSTON.





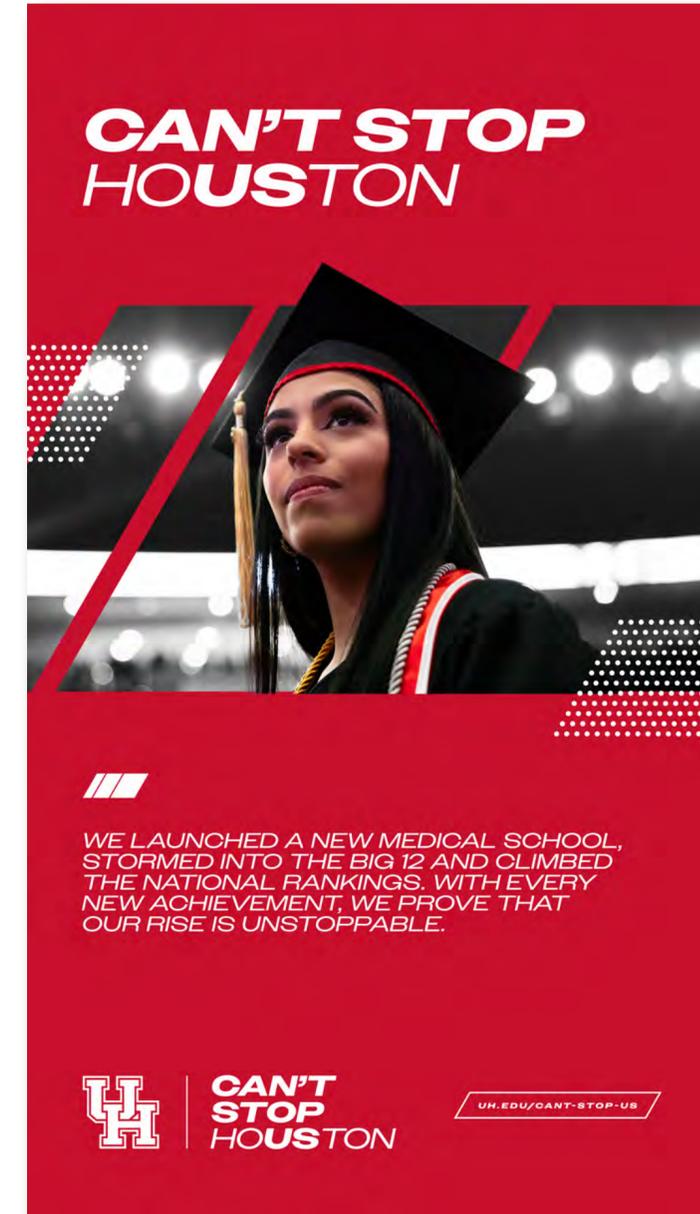
We opened the first medical school in Houston in 50 years, charged into the Big 12 conference and climbed the national rankings. We are THE ENERGY UNIVERSITY, powering the grid of the future with breakthroughs in superconductivity. We are Pulitzer Prize winners, Final Four contenders, leaders in entrepreneurship and a Tier One research university. As we approach our centennial, every achievement, every breakthrough, and every step forward proves that when Houston leads, there's no stopping us.

CAN'T STOP HOUSTON. CAN'T STOP HOUSTON.





CAMPAIGN
ESTABLISHING ART





CAMPAIGN ESTABLISHING ART

CAN'T STOP HOUSTON

WE LAUNCHED A NEW MEDICAL SCHOOL, STORMED INTO THE BIG 12 AND CLIMBED THE NATIONAL RANKINGS. WITH EVERY NEW ACHIEVEMENT, WE PROVE THAT OUR RISE IS UNSTOPPABLE.

UNIVERSITY OF HOUSTON

CAN'T STOP HOUSTON

CAN'T STOP HOUSTON

WE LAUNCHED A NEW MEDICAL SCHOOL, STORMED INTO THE BIG 12 AND CLIMBED THE NATIONAL RANKINGS.

WITH EVERY NEW ACHIEVEMENT, WE PROVE THAT **OUR RISE IS UNSTOPPABLE.**

UNIVERSITY OF HOUSTON

CAN'T STOP HOUSTON

UH.EDU/CANT-STOP-US

ADA Statement: Persons with disabilities who desire accommodations should contact the Student Accessibility Center at (713) 743-5400

CAN'T STOP HOUSTON

OUR RISE IS UNSTOPPABLE.

We opened the first medical school in Houston in 50 years, charged into the Big 12 conference and climbed the national rankings. We are THE ENERGY UNIVERSITY, powering the grid of the future with breakthroughs in superconductivity. We are Pulitzer Prize winners, Final Four contenders, leaders in entrepreneurship and a Tier One research university. As we approach our centennial, every achievement, every breakthrough, and every step forward proves that when Houston leads, there's no stopping us.

UNIVERSITY OF HOUSTON

CAN'T STOP HOUSTON

UH.EDU/CANT-STOP-US

CAN'T STOP HOUSTON

UNIVERSITY OF HOUSTON

UH.EDU/CANT-STOP-US

CAN'T STOP HOUSTON

UNIVERSITY OF HOUSTON

UH.EDU/CANT-STOP-US

UNIVERSITY OF HOUSTON

CAN'T STOP HOUSTON

CAN'T STOP CRISTINA.

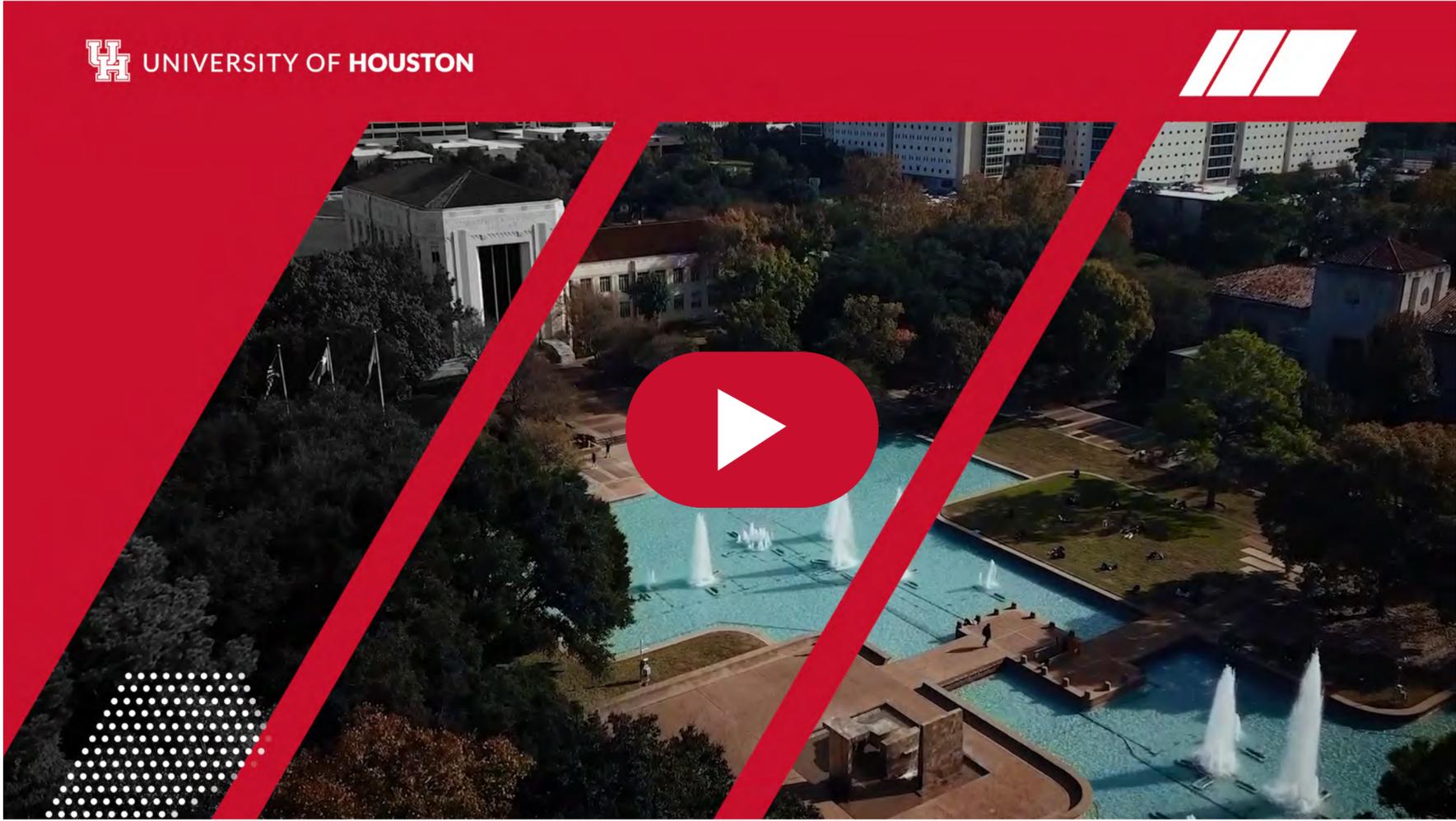
CAN'T STOP HOUSTON.

Cristina Rivera Garza, Ph.d. & M.D. Anderson Distinguished Professor in Hispanic Studies

2024 Pulitzer Prize winner for her memoir "Liliana's Invincible Summer: A Sister's Search for Justice"



CAMPAIGN VIDEO





INTERNAL LAUNCH **CHANNELS**

- AccessUH
- CoogNews
- Digital Screens
- MARCOM Website Header
- UH Go Push Notification
- Housing Flyers
- Activation Event – UH v. Iowa State, 9/28





ACTIVATION EVENT: FAMILY WEEKEND





KEY MILESTONES TO DATE

- Presentation of campaign to President's Operations team, Board of Visitors, Provost Cabinet, Dean's Council and other divisions
- Preview of tagline in NCAA Commercial





WHAT'S NEXT

- Complete campaign style guide mid-October
- Rollout campaign style guide with guidance on adoption starting late October
 - UMC will hold sessions to review guidelines and ways to adopt campaign
- External media placement and external rollout starting mid-November





**CAN'T
STOP
HOUSTON**