

Strategic Plan Minute: Generating Critical Economic Value - Economic Value





Generating Critical Economic Return



Strategic Initiative: Economic Value Campaign



Highlights:

- UTA's Economic Value Campaign showcases a \$5.11 return for every \$1 invested
- A media event on July 16 drew coverage from 9 local media outlets
- The Communications Office has exceeded annual media goals
- The campaign focuses on key UTA stakeholders, including the public and state legislature to affirm the value of investing in UTA