

The University of New Mexico School of Medicine

Marketing and Public Relations Concepts for Higher Education GO Bond 3

View from Lomas + University



View from Campus Looking West



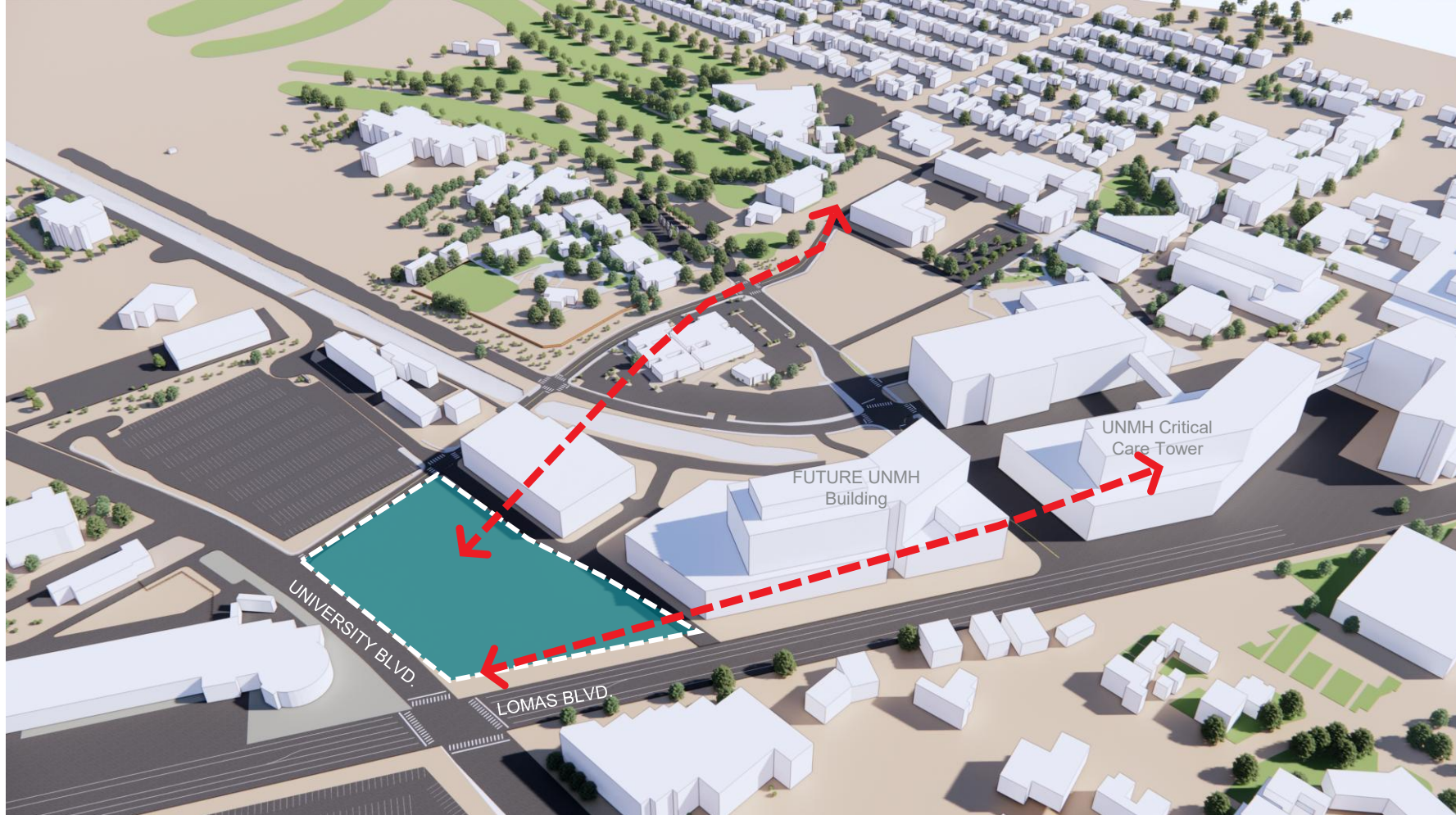
Interior Atrium View of Collaboration Stack



Interior Atrium View







A NEW FACILITY IS NEEDED



New Facility for School of Medicine

- State workforce initiative
- Existing facilities limit program growth



Fitz Remediation vs Replacement

- Fitz approaching end of useful life
- Not amenable to remodel/expansion
- No ideal swing space alternative
- Outdated/inefficient
- Continuity of operations



Prior Assessments

- Demolition of Fitz Hall Strongly Recommended



Recommendation

- Replacement of Fitz Hall
- Demolition of existing Fitz Hall



Fitz Hall, built 1967

Business Plan

- LCME Accreditation (2026)
- Clinical Growth
- Workforce Needs
- Program Growth
- Fiscal Analysis and Funding
- Economic Impact

Facility Programming

- Align Facility Need to Program Growth
- Site Selection
- Refine Cost Estimate

Funding Sources

Total Cost: \$636 million

- **\$150 million** from the General Appropriations Bill
- **\$280 million** from the Capital Outlay Bill
- **\$116 million** pending voter approval in November through a Higher Education General Obligation Bond
- **\$56 million** from UNM funds
- **\$30 million** (appropriated by the NM Legislature in 2025 for planning and design)

Key Messaging

- Commitment to double MD class sizes within 10 years
- Will grow all allied health professions programs
- Will grow Graduate Medical Education
 - Physicians who train in New Mexico are more likely to practice in New Mexico.
- Narrows the physician shortage
- Allows New Mexicans to access a doctor when they need one.
- Expands healthcare in rural and Tribal areas
- Construction: Economic Opportunities

Marketing Tactical Plan

- Event: School of Medicine Groundbreaking Ceremony
- Creative Content (flyers, videos, photography)
- Internal efforts, to include digital boards
- Paid META and Google digital campaign
- In collaboration with UNM Central Campus:
 - I-25 Billboard (Sept. 28-Nov. 9)
 - Albuquerque Journal ½ page ad (Sunday 10/25)
 - Radio spots (Dates TBD)
 - Dedicated web landing page: bonds.unm.edu

Public Relations Tactical Plan



- Albuquerque Journal Editorial Board
- Earned local media (already strong interest)
- Working in key messaging in leadership talking points
- Identifying additional opportunities for leadership to meet with external groups
- Providing past success stories: ie College of Nursing facility

Example of Flyer

- To be distributed during the School of Medicine groundbreaking event
- Leaders will carry flyers to handout at speaking engagements

HigherEd Bond 3
Healthcare - Technology - Opportunity

General GO Bond Information

General Obligation (GO) bonds come before the voters of New Mexico every two years. They are a **proven and accepted** method of funding bricks and mortar projects throughout the state

GO Bond 3

This November, voters will have an opportunity to provide New Mexico's colleges, universities and specialty schools the ability to ensure students have the tools and resources they need to be successful. The New Mexico General Obligation Bond 3 for Higher Education is a \$230 million statewide ballot measure that funds critical capital improvements, facility upgrades, and equipment acquisitions across New Mexico's colleges and universities.

The University of New Mexico School of Medicine stands to receive \$116 million to finalize funding for the construction of the new facility.

Why It Matters

These funds modernize learning spaces, improve patient care environments at state health facilities, and help retain top-notch graduates within New Mexico's workforce all in an effort to **improve New Mexico's economy and future**

There are no tax increases associated with these bonds.

Key Imagery

