

University Communications Strategy & Three Year Plan



National Trends Driving Higher Education



Higher Education Environment

Key Themes

- Affordability
- Public Perception
- ROI is Key
- Different Demographics
- Going Global
- Sustaining Adequate Net Tuition Revenue
- Decreasing Government Commitment
- Give It A Swirl
- Engaged Consumers

• "OnCourse" Grant Thornton, *Business insights and trends for trustees and higher education administrator*, December 2011
 • "Ten Higher Education Trends for 2013," the Lawlor Group, POV

My First 100 Plus Days

Key Themes



First One Hundred Days Research

KEY STAKEHOLDER THEMES

- Universal recognition of need for strong, **differentiated brand**
- Critical need for internal **stakeholder communications** strategy
- **Issues management** must be proactive and anticipatory
- **UB 2020** needs renewed **communications focus/strategy**
- Target **increased collaboration** across campus; UC is strategic advisor
- Opportunity to **position UB as a Thought Leader**

Re-envisioning University Communications: The Strategy



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GOAL

Create a contemporary communications and marketing organization that advances the mission, strategies, and people of the university

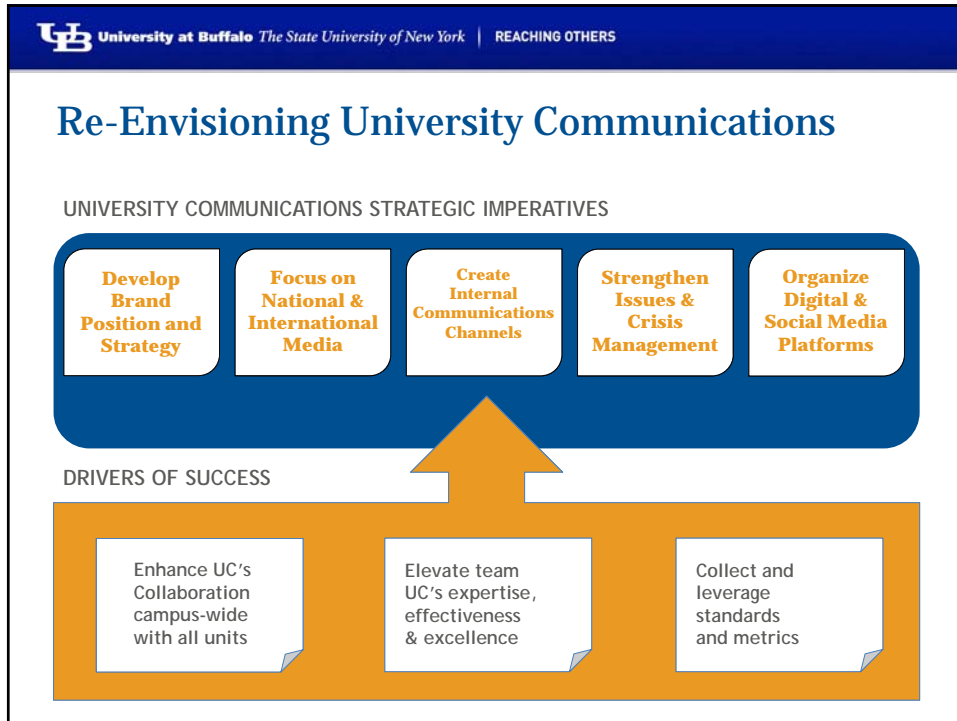


University Communications

VISION STATEMENT

" University Communications is a highly collaborative, innovative and forward-thinking team of trusted advisers, strategists and practitioners focused on advancing UB's reputation by telling compelling stories with creativity, passion and authenticity."





How Does the Professional Staff Benefit?



Strategic Imperatives – Benefit to Professional Staff

STRATEGY - Brand Development and Advertising

- Increased visibility of UB
- Staff are Brand Ambassadors that tell UB's story

STRATEGY - Leadership and Organizational Communications

- Internal audiences will be informed and engaged in a timely manner
- Provides channel to celebrate staff accomplishments

STRATEGY - Strengthen Issues and Crisis Management

- Highlighting faculty and staff as subject matter experts

STRATEGY - Digital and Social Media

- Enhanced online presence to interact with our audience in a timely manner

STRATEGY - International/National Media Relations

- Will raise the university profile

Raise the University Profile

Improve the University's Reputation

Build Pride Within

Professional Staff play an integral part in achieving success

Questions & Answers

