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" GrantThorton, Business insights and trends for trustees and higher education administrators, December 2012
• "Ten Higher Education Trends for 2013," the LauferGroup, 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
University Communications
Strategy & Three Year Plan

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

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.”
Re-Envisioning University Communications

UNIVERSITY COMMUNICATIONS STRATEGIC IMPERATIVES

- Develop Brand Position and Strategy
- Focus on National & International Media
- Create Internal Communications Channels
- Strengthen Issues & Crisis Management
- Organize Digital & Social Media Platforms

DRIVERS OF SUCCESS

- Enhance UC’s Collaboration campus-wide with all units
- Elevate team UC’s expertise, effectiveness & excellence
- Collect and leverage standards and metrics

BRAND IS

Head STRATEGY
Heart VALUES
Hands/Arms RELATIONSHIPS
Stomach MATERIAL
Dress LOOK AND FEEL
Feet/Legs COMMUNICATION CHANNELS
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