

Communications Connection

Sept. 3, 2014

Agenda

1. Introductions
2. State of the Sessions
3. Creating a Media Plan
4. Roundtable

State of the Sessions

Sent to 70 people – 22 people responded (31 percent)

- 100 percent of the responding attendees said the sessions were relevant and useful to their needs
- 66 percent of the attendees thought their questions were answered very well or extremely well

Summer Survey

- 40 percent of attendees had a somewhat better or much better experience than they expected.
- 40 percent said it was about what they expected
- 68 percent of the attendees said they are very or extremely likely to attend another session.

We're listening

The Year Ahead

Fall 2014

- Sept. 3 — Creating a successful media/marketing plan (Scott)
- Oct. 1 — Showcase of redesigned UC Merced website, Drupal updates
- Nov. 5 — Creating engaging presentations with Prezi (Jürgen)
- Dec. 3 — Cover crash courses and tips and tricks for InDesign and Photoshop (Veronica)

The Year Ahead

Spring 2015

- Jan. 7 — Best practices across campus (Brenda)
- Feb. 4 — Photoshop/Camera Raw tips and tricks session, general photography (Veronica)
- March 4 — Graphic design for digital signage (Jennifer Biancucci)
- April 1 — Communicating at different levels/for various audiences (Donna)
- May 6 — Apps and web services to help you work

and Web Brown Bags
in late fall

Submit questions!

How to be News

Creating a media plan

Sept. 3, 2014

What is a plan?

A set of assigned tasks with deadlines to achieve a specific goal.

Why write a plan?

Writing is thinking.

What is your goal?*

** and is it reasonable?*

- Media coverage?
- Strong attendance?
- Internal awareness?
- Impress your boss

Who are you trying to reach?

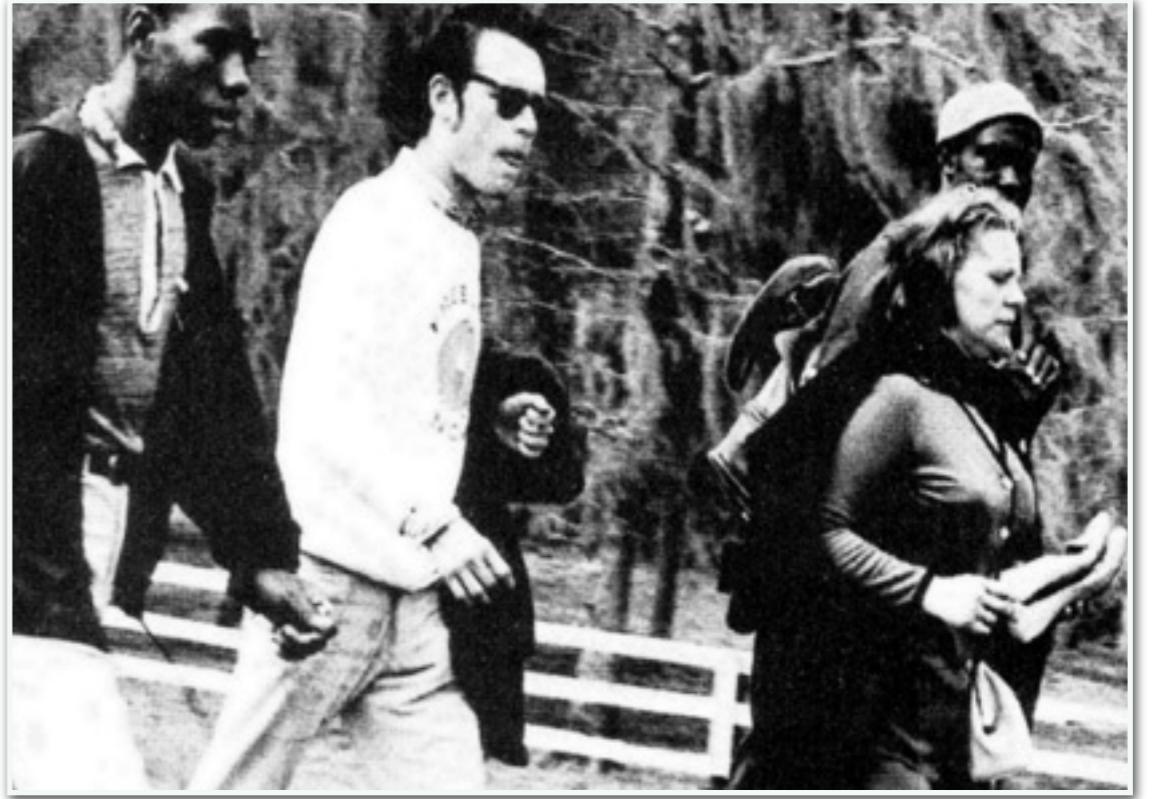
- General audience
- Faculty
- Students
- Staff

What is your event?

- Is there a story that transcends it?
- Is it open or closed?
- Who can speak? Any groups that can amplify?
- Should coverage be before or after the event?

Spendlove Prize

- Annual award that honors an individual who exemplifies the delivery of social justice, diplomacy and tolerance in his or her work
- Guest list only
- Invitations, handbills
- Internal awareness and media coverage
- Press release on UC Merced website, social media, media advisory, media availability



Smoke-free campus

- Internal awareness, Jan. 1 policy change
- Campus emails, slogan contest, signage, robust website for different audiences.



Tools

Electronic bulletin boards

Websites

Student newspaper

Social media

Posters, banners, fliers

Events calendar

Word of mouth

Happenings

Off-campus?

Next month:

Redesigned UC Merced website