

Annual Goals for University Communications

2010-2011

Title:	Case Statement
Description:	In preparation for a major fundraising campaign, the Office of University Communications has been charged with developing a case statement for the initiative.
Budget:	0.00
University Goals:	4,5
Strategic Goals:	
Responsibility:	Josh Woods
Participation:	Karen Hodges and Chuck Craig
Results:	As UNA has identified needs for growth in a variety of areas, the Office of University Advancement has begun preparing a historic fundraising campaign for the university. Among the most important communications needs for this campaign's success is a comprehensive case statement – a strategically written and designed publication that serves as a centerpiece among all other campaign materials. The case statement summarizes the current state of the university, the university's goals and vision, and the future the university is securing through the campaign.
Actions:	A case was written and designed last fall, and about 70 copies were printed for circulation among the top-tier base of potential donors. However, following the board's D-I decision in June, several aspects of the case statement are being altered – not for fundraising goals but for a careful articulation of how a move to Division I is part of a comprehensive university vision for building and growth, which is what this fundraising campaign is all about.
Improvements:	

Title:	Graphic Standards
Description:	The Office of University Communications has worked with the athletics department and the Graphic Standards and Web Communications Committee

this year to develop new standards for use of athletics logos.

Budget: 0.00

University Goals: 5

Strategic Goals:

Responsibility: Josh Woods

Participation: Karen Hodges and Jeremy Britten

Results: UNA has been using many different athletics logos in recent years. From a branding standpoint, that is a problem, as it inhibits the athletics program and the university in its pursuit to gain brand recognition. That is why this office has worked with athletics and the Graphic Standards and Web Communications Committee this year to identify a select number of official athletics marks.

Actions: A family of official and secondary logos, secondary logos and logotypes were presented to and approved by the Graphic Standards and Web Communications Committee in May and, from there, sent on to the Shared Governance Committee to complete the approval process.

Improvements:

Title: Content Management System

Description: Select and purchase a new content-management system.

Budget: \$43,200.00

University Goals: 5

Strategic Goals:

Responsibility: Josh Woods

Participation: Jeremy Britten

Results: The university communications office has seen the need for a content management system for about three years now. Currently, the Web communications manager must spend all of his time simply maintaining the university Web site, leaving little to no time to create, innovate and stay on the cutting edge of how universities use Web technologies. A content-management system will enable our Web pages to be updated and maintained

in a far more quick and efficient way, enabling the Web communications manager to spend his time more productively.

Actions: Last spring, the university was finally able to purchase such a system through Cascade Server and has begun the transition process. The process is anticipated to be complete next spring.

Improvements:

Title: In-house Video Production

Description: The Office of University Communications was motivated this year to develop a variety of small, modestly produced university videos for Web usage.

Budget: 0.00

University Goals: 5

Strategic Goals:

Responsibility: Josh Woods

Participation:

Results: Gone are days when universities would pour thousands of dollars into a single video production, to be renewed only every year or two. Today, university audiences – prospective students and alumni alike – expect a new video of some kind, professional quality or not, every few weeks, not months or years. YouTube, Facebook and other social media are filled with examples of how universities large and small are utilizing these technologies to reach their audiences with a variety of modestly produced but very engaging videos.

Actions: Our office purchased a Flip Cam last fall and, since then, has produced several basic one- to four-minute videos to highlight different aspects of the university. We've received excellent feedback on each of the videos, particularly one produced in May for the Caring for the Pride tornado relief fund, which was shot entirely with the Flip Cam and edited in iMovie. While our current resources are insufficient for professional-level productions, such as television commercials, our goal for the coming year is to raise our resources and capabilities to a level where such productions are possible for us.

Improvements:

Title: Crisis Communications

Description: UNA currently has no formal, written plan on how to communicate with its audiences during crisis situations.

Budget: 0.00

University Goals: 4,5

Strategic Goals:

Responsibility: Josh Woods

Participation:

Results: Crises occur with little to no warning, and communicating as a university in crisis mode is not what it used to be. Twitter, Facebook and other social media have added a whole new dimension to crisis communications, as audiences expect information faster and inaccurate information is capable of spreading instantly. With this new dimension, we must re-examine how we communicate with our audiences – students and student families, faculty and staff, the community, and alumni – during and following crisis situations.

Actions: The development of a written crisis communications plan is currently in process following several communications scenarios in the spring semester and early summer, including a model communications response to the Stephens Hall emergency situation in March. These scenarios, plus case studies from other universities, are serving as an excellent backdrop for this new plan.

Improvements: