GOAL

To protect and promote the brand by highlighting student success, world-class health care, groundbreaking research, regional transformation and community engagement in an inclusive and diverse environment.
Audiences

- Students (current and prospective)
- Families (current and prospective)
- Donors and foundations
- Faculty
- Staff
- Patients
- Alumni
- University leadership
- Legislators
- Media
- Community
- Peer universities
- Government, industry and research partners
OBJECTIVE 1

Highlight successes and impacts of the UC San Diego mission locally, regionally, nationally and globally to build affinity with and awareness of the prestige and distinction associated with the brand.
Strategies

Reach core audiences through local, regional, national and global media relations

• Craft and disseminate national pitches with print, online and broadcast media

• Schedule media visits in strategic markets, including NYC, Washington, Atlanta and LA

• Explore emerging outlets (non-mainstream-media digital: Medium, Vox, etc.)

• Use social media to pitch to experts

• Identify a diverse and inclusive cadre of high-potential, high-profile faculty experts for thought-leadership opportunities

• Engage donors with UC San Diego news
  • Share UC San Diego news with specific donors; include a personal note
  • Add a Give to This Research button to research-focused content and stories

• Engage lawmakers with UC San Diego news and highlights
Update boilerplate, key messages, etc. to ensure prestige and distinction is woven into the narrative, leadership quotes, etc.

Refine and revise all advertising/marketing efforts

• Shift strategy and creative to include prestige and distinction
• Develop brand-appropriate language to support prestige and distinction perception
• Ensure diversity and inclusion in all creative, editorial and calls to action (demonstrate how everyone can see themselves as part of the experience)

Expand all advertising to include emerging and different audiences (e.g., younger students, scholar-athletes)

Support marketing efforts with news content and social boosting (e.g., Instagram takeovers; Twitter threads; alignment of content/content sharing; consistent use of tools, such as Sprout Social, Tagboard)
Strategies

Develop a content strategy with UC San Diego News as the hub

• “One story, multiple uses” to share stories across channels (via central strategy meetings, RSS feeds, etc.)
• Build a robust content/digital asset management (DAM) library that is managed and shareable across campus
  • Ensure diversity and inclusion within DAM
• Create a video production and dissemination plan to enhance storytelling to local, regional, national and global audiences

Leverage the Chancellor as “storyteller in chief” via letters, blog, speeches, town halls (conversations with the Chancellor), social media channels

• Ensure executive and strategic use of the Chancellor’s voice
• Reinforce the prestige and distinction narrative
• Distribute personal email from the Chancellor to friends/peers when there is a significant news story or award (e.g., EVC, APLU, AAU, committee topic)
• Expand audience for distribution of Leadership Insider communication (Advancement)
OBJECTIVE 2

Build foundational affinity for and institutional pride within UC San Diego by creating best-practice internal communications to engage faculty, staff and students as lifelong brand advocates.
Develop a robust, strategic internal communications plan built on best practices

• Audit and update on-campus communications channels

• Audit and update all sanctioned campus social media accounts, owners, passwords, etc. to ensure message alignment

• Audit the type, ownership and platform used for all digital signage on campus, including the Price Center marquee

• Enable emergency communications access

• Enable central communications access for institutional messaging, branding and a news crawl
Leverage Blink’s robust intranet for deliberate and intentional consumption of staff and faculty news, achievements, announcements, etc.

- Partner with ITS to gather and analyze data on usage
- Partner with ITS to redesign based on data and desired goals for audience
- Tell staff stories more effectively: demonstrate how staff success is critical to broader institutional success

**Shared campus calendar**

- Encourage strategic cross-pollination, message alignment, coordination/timing of key events, initiatives and activities

**Engage Staff Association, Academic Senate, Associated Students (undergraduate and graduate) and campus community centers in communications planning around campus initiatives**
Leverage executive communications platforms to share internal achievements (Pulitzer Prizes, academy inductions, etc.)

Improve internal consistency and alignment with brand standards

• Provide thoughtful brand memorabilia at key touchpoints (onboarding, orientation, etc.)
• Institute brand boot camp for new employees
• Create quarterly brand toolkit tour for high-impact/high-volume meetings (e.g., share branded presentation templates)

Reinforce consistency across all digital channels

• Establish cohesive online look and experience across all campus digital spaces (website, social, etc.)
OBJECTIVE 3

Establish University Communications as the campuswide strategic communications authority for the UC San Diego brand and reputation by leveraging best practices and optimizing operational efficiencies.
Clearly define, name and develop the unit identity, and communicate this to appropriate leadership, faculty and staff

- University Communications

Define roles and recognize professional communicators

- Ensure inclusivity for all communications and marketing content creators
- Develop engagement strategies for professional communicators at different levels

Build a more inclusive team of communications professionals and leaders

- Establish core competencies and professional development opportunities focused on creating culturally inclusive communications
Formalize and create charge for Council of Communication Professionals

• Assess what is currently called the Marketing Council
  • Define scope and opportunities to institutionalize Marketing Council more effectively
• Provide regular professional development
• Enable social/networking opportunities
• Share best practices and successes
• Encourage memberships and leadership positions in appropriate industry organizations
• Institute onboarding and training
• Create workshops for communications practices (e.g., graphic design, web, social, writing, video, project management, special events)
Strategies

Schedule regular crisis communications training and drills for leaders and key staff

Formalize media relations process/function regarding news release signoff and distribution

- Create repository of guidelines, policies and procedures to ensure consistent information for campus communications professionals

Create a common tool set for all campus communications professionals

- Standardize project management software, group communications and messaging software, shared drive, usage of AP style

Develop a library of templates for common communication needs to ensure consistency in branding, positioning, quality and ease of communication
Transition trademarks and licensing to University Communications to manage campuswide use of marks

- Evaluate branded gear
- Manage USPTO
- Enforce brand in retail and university-branded items
Each fiscal year, University Communications will set and monitor specific metrics to measure the progress of the Strategic Communications Plan. A dashboard will track measurable successes, identify emerging opportunities and affirm the strategic approach or the need to adjust accordingly.