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
Locally, regionally, nationally and globally highlight successes and impacts of the UC San Diego mission pillars 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

- 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 funding donors with a personal note
Strategies

Share UC San Diego news and highlights with government relations colleagues for use in their work with lawmakers

Update boilerplate, key messages, etc. to ensure “prestige/distinction” is woven into the ongoing narrative, leadership quotes, etc.
Strategies

Refine and revise all advertising/marketing efforts

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

Develop a digital advertising strategy

Expand all advertising reach to include emerging and different audiences, e.g. younger students, scholar athletes
  - Develop buying strategy for Athletics that speaks to its particular needs

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
  - Collaborative effort to raise D1 visibility in Athletics to assist with fundraising
Develop a content strategy with UC San Diego News as hub

- “One story-multiple uses” to share stories across channels. Central strategy meetings, RSS feeds

- Build a robust content/digital asset management (DAM) library that is managed and shareable across campus

- Ensure diversity and inclusion within the DAM
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 chancellor’s voice
- Use platform to reinforce prestige/distinction narrative
- 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

- Create leadership position and team to drive and align strategy

Audit, update and bring into best practices on-campus communications channels

- Update the campus notice system
- Audit all channels of communications

Audit, update and bring into best practices all sanctioned University social media accounts, owners, passwords, etc. to ensure message alignment
Audit type, ownership and platform used for all digital signage on campus, including Price Center marquee

Shared Campus Calendar

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

Engage Staff Association, Faculty Senate and Associated Students (grad/ugrad) and campus community centers in communications planning around university-level initiatives
Leverage executive comms platforms to drive communications around internal achievements (Pulitzers, Academies inductions, etc.)

• All student/faculty emails, social

Improve internal consistency and alignment with brand standards

• Branding the colleges

• Brand toolkit

• Thoughtful touchpoints at key moments (ex: onboarding, orientation, etc.)

• Brand bootcamp for new employees
Establish University Communications as the institution-wide strategic communications authority for the UC San Diego brand and reputation by leveraging best practices and optimizing operational efficiencies.
Clearly define, name, and develop identity for the department, and communicate to appropriate leadership, faculty and staff

Highlight chancellor endorsement of strategic communications plan

Roll out strategic communications plan

- Cabinet
- University Communications
- AVCs and other key decisionmakers
Schedule regular crisis communications training and drills for leaders and key staff

Formalize media relations process/function regarding news release sign off and distribution

Create a common tool set for all communications professionals on campus

- Project management software
- Group communications and messaging software
- AP Style as the university standard
- Shared drive
- Email and CRM