UK College of Engineering

Comprehensive Communications Plan

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Marketing and Communications Goal/Mission

To raise the college's profile, attract high quality students and faculty members, inspire external stakeholders to partner with the college and create a sense of connection and loyalty among our current students, faculty and staff.

Ten Strategies

1   Create and maintain a consistent brand\identity for the college

2   Design, create and maintain a new website for the entire college, including departments, research centers, institutes and consortia

3   Engage our audiences through social media

4   Develop videos that highlight our key messages

5   Redesign all print recruitment materials every two years

6   Produce weekly stories about student and faculty news and activities

7   Maintain and improve the college's magazines

8   Develop a Dean's Lecture Series

9   Promote scholarly achievements to peer institutions, to increase USNWR graduate school rankings

10   Create a sense of connection and loyalty among our current students, faculty and staff

1:

Create and maintain a consistent brand\identity for the college

Brand statement

The UK College of Engineering brand tells a compelling, multi-channel story of how our diverse students, faculty and staff are creating a world that works through its community, career preparation and research.

Tactics

All of the College of Engineering's branding will fall within the University of Kentucky's brand and style guidelines

Develop brand guidelines specific to the college (see appendix A)

Develop key messages that will be present in all of our materials (see appendix A.1)

Create a tagline that communicates the college's values and vision (see appendix A.2)

Create a style guideline for written content (see appendix A.2)

Make graphic standards for all print, digital and media products (see appendix A.2, B, B.1, B.2)

Develop a document containing our key selling points (see appendix F)

Conduct photo and video shoots in each of the departments to improve the college's media assets

Leverage the college's long and prestigious history

Metrics

Have new brand and related assets established before Fall 2018

2:

Design, create and maintain a new website for the entire college, including departments, research centers, institutes and consortia

Tactics

Display all elements of the college's new brand

Design the site to enhance the viewer's experience of our stories, information and photography

Organize user testing to ensure the website works properly

Develop a CMS website (Drupal) with an editor interface that is intuitive and fast

Create a team of website editors across the college

Plan quarterly review of links and an annual review of all website copy

Metrics

Soft launch in Spring of 2018, hard launch in Fall of 2018

Increase website activity by 25% in the next year (see appendix C)

3:

Engage our audiences through social media

Tactics

Develop a social media strategy (see appendix C)

All content will be tailored primarily for prospective students and their parents

Boost key social media posts – ads – on Facebook and Intagram to increase reach and engagement

Tailor short, dynamic stories, photography and video that highlight our key messages and invite high levels of engagement

Invite incoming freshman and graduating students to follow our social media channels

Metrics

Annual Social Media Engagement Goals
- Instagram - 600 new followers
- Youtube - 100 new subscribers
- Facebook - 300 new page likes
- Twitter - 300 new followers

4:

Develop videos that highlight our key messages

Tactics

Develop a Media Strategy (see appendix B)

Use students to communicate our stories – peer-to-peer

Organize the videos on the college's website with supporting copy

Tailor videos for different communication channels, i.e. Facebook, Instagram, Youtube

Ensure that all produced videos meet certain criteria:

- Raise the college's profile
- Benefit recruitment efforts
- Showcase prestigious faculty
- Honor alumni and philanthropic efforts
- Creating engagement and community through social media
- Complement or enhance college marketing, branding and public relations efforts

Metrics

Video production is a new asset in the college. We will review production, views and engagment during the first year and produce metric goals from there.

5:

Redesign all print recruitment materials every two years

Tactics

Print materials include a viewbook, major-info guides, posters, girl's guide and brochures

Use peer-to-peer messaging in all recruitment materials

Highlight career success and graduate school placement

Feature the college's academic enhancements

Continuously improve the college's viewbook

Increase focused recruiting efforts of underrepresented groups

Ensure all materials display diversity

Metrics

Update all print recruitment materials every two years

6:

Produce weekly stories about student and faculty news and activities

Tactics

Create an editorial calendar that ensures all departments are highlighted (see appendix D)

Student, faculty, alumni and staff profile stories will create an emotional connection with the reader

News stories will highlight student, faculty, alumni and staff success stories and raise the college's profile

Share stories through all of our channels, i.e. website, magazine, social media and email campaigns

Ensure all stories highlight our key messages

Collaborate with UKPR to pitch stories with broad appeal to the media

Metrics

At least one story to be published a week on UKNow, the college's website and social media

Pitch at least one story a month to local and national media outlets

7:

Maintain and improve the college's magazines

Tactics

Assess audience's needs and interests in order to develop and refine responsive publications

Identify new populations to deliver the college's magazines to, such as industry and state government

Create the best magazine on campus

Metrics

Develop a new format for the Spring 2018 edition of the Kentucky Engineering Journal

Submit the magazine to at least one competition a year

8:

Develop a Dean's Lecture Series

Tactics

Identify compelling speakers

Market the event to peer institutions, alumni, industry and students

Metrics

Will create when this program is reestablished

9:

Promote scholarly achievements to peer institutions, to increase USNWR graduate school rankings

Tactics

Produce monthly e-newsletters, and bimonthly print mailers featuring UK College of Engineering research stories targeting all deans, associate deans and chairs in the ASEE, and industry contacts

Develop an annual report highlighting our research numbers and prominent research achievements to be delivered to all deans, associate deans in the ASEE, and industry contacts in September

Create an annual report that details research numbers and accomplishments for each department and send to appropriate chairs in the ASEE in September

Create promotional materials to share with individuals who have been asked to fill out the USNWR recruiter questionnaire

Metrics

Increase the USNWR peer assessment ranking by 0.1 annually

Increase the USNWR recruiter assessment by 0.2 annually

10:

Create a sense of connection and loyalty among our current students, faculty and staff

Tactics

Expand and update the college's digital signage to communicate key events, stories and opportunities

Develop an internal e-newsletter to ensure that everyone in the college is aware of our news, events and opportunities

Plan team-building events and social opportunities

Update digital signage in key areas of the college's buildings with messages that celebrate our student, faculty and staff successes

Metrics

Deliver the internal e-newsletter every two weeks

Plan two team-building events a year

Appendix A
Brand Guidelines

All of the College of Engineering's branding will fall within the University of Kentucky's brand and style guidelines.

Brand statement

The UK College of Engineering brand tells a compelling, multi-channel story of how our diverse students, faculty and staff are creating a world that works through its community, career preparation and research.

Brand elements

- Key messaging
- Primary and secondary slogans
- Writing style – tone
- Visual experience of our materials
- Photography
- Videography

Target Audiences

- Prospective students and their parents
- Alumni and donors
- Industry contacts
- Current students, faculty and staff

Appendix A.1
Key Messages

An engaging and supportive community

We provide students with the knowledge, skills, experience, and confidence needed to set and achieve lofty near- and long-term career goals.

Career readiness

Our students are prepared to take on high quality jobs through both on- and off-campus experiences.

The advancement of society

Our programs are rigorous and challenging, preparing students to solve grand challenges and conduct research that matters.

Appendix A.2
Brand Elements

Primary tagline

- Create a world that works

Writing style

- Use UK's Style Guidelines
- Informal, warm, inviting, confident
- First and second person oriented if the context supports it ("We" and "You," not "The College" or "students")

Visual quality of materials

- Elegant and clean: The graphic quality of our materials should enhance the viewer's ability to experience the written word and the photography

Appendix B
Media Strategy

Photography Guide:

Engaging photography will be utilized to support a variety of college communications and marketing strategies. All photos will be brightly lit, colorful and have a dynamic composition.

Common photography requests:
- Faculty/Staff/Student portraits
- Print and digital publications
- Documentation of high-profile events

Videography Guide:

Short-format video production will directly support the college's website, social media, recruitment, communications and marketing strategies.

- Ideal video length is 2 minutes or less
- Aspect ratio of 16:9
- Minimum resolution of 1920x1080
- College branding and social media links will be included on each video
- Develop searchable titles, descriptions and tags for each video

Appendix B.1
Video Production

Video Production is generally divided into four steps: pre-production, production, post-production and distribution and publishing.

Pre-production
The most important part of the process is pre-production, which helps to establish a clear vision for the project. The following questions should be answered before pre-production:

- What is the overall purpose of the video?
- What is your ideal timeline?
- Who is the primary audience?
- What is the expected duration of the video?
- Where will this content be hosted?
- Will the video be part of a bigger plan or a stand-alone piece?
- Will there be a script, questions or content points to cover?
- How will you measure return on investment?
- When, where and how much time will be needed to capture these elements?

Production
Once a detailed outline and shooting schedule is created for the project the type of camera, lighting, stabilization and audio equipment will be determined, then the physical task of capturing the content can begin.

Post-production
This phase included transferring and logging media, editing and exporting versions of the final product. In the editing phase we can determine if the content is effective before distribution. Faculty and staff approvals and screeners can ensure that all parties involved are satisfied with the content. Upon final approval, teasers of the same content can be edited for social media outlets.

Appendix B.2
Video Production

Distribution and Publication

In order to maximize the reach of the content, a thorough distribution plan should be created for each project. This should be developed in the pre-production phase. Consistent tags, video descriptions and titles should accompany every video produced. Below is a breakdown of the key distribution outlets and any video limitations they might have:

YouTube - Recommendations
Instagram - Main-feed videos 60 seconds, Insta Stories 15 seconds
Facebook - Recommendations
Website - None
Digital Signage - None

Social Media @ Handles:
YouTube: None (Custom URL available after 100 Subscribers)
Instagram: @UKYengineering
Facebook: @UKYengineering
Twitter: @UKYengineering

General YouTube Video Description:
UK College of Engineering the #1 engineering school in Kentucky! Tag us at #ukyengineering.
Schedule an engineering visit:
www.engr.uky.edu/visit

Connect with us on social media:
Instagram: https://www.instagram.com/ukyengineering/
Facebook: https://www.facebook.com/ukyengineering/
Twitter: https://twitter.com/ukyengineering/

Appendix C
Social Media Strategy

Channels

Facebook, Twitter, Instagram, YouTube

Audience

- Primary: Men and women 16-26 (prospective students, current students, recent alumni)
- Secondary: Adults 40-60 (faculty, parents of current students)
- Tertiary: All alumni

Types of content

- News about engineering events
- Longer form student biographies and stories, including links to UKNow and other articles
- Videos about events/projects/students, etc.

Frequency

- Four posts a week and more frequently if necessary

Guidelines

- Post typically around 9 am, 1 pm, or 3 pm
- Always post with a visual: photo or video

Voice/Tone

- Engaging; intelligent, but approachable; informative and relevant. Emphasis on storytelling and not just facts

Appendix D
Media Analytics Worksheet

Social media

- Total number of followers with percentage of increase/decrease = Audience Growth Rate)
- Total number of people reached (with percentage of increase/decrease)
- Total number of engagements, i.e. likes, shares, and comments (with percentage of increase/decrease)
- Post with the most people reached
- Post with the most engagements
- Average reach per post (with percentage of increase/decrease)
- Average engagement per post (with percentage of increase/decrease)
- Visitor Frequency Rate = website referral traffic from social media
- Share of traffic to website driven
- Overall Theme = what elements were important (e.g., research, student profiles, campus events)

Website

- Total number of visits
- Traffic sources (i.e., organic search, referral, direct, and social)
- Bounce rate
- Top pages

Appendix E
Editorial Calendar

Purpose

The editorial calendar is a planning tool to ensure balanced coverage among the college's eight academic departments, the types of people associated with the college (undergraduate students, graduate students, faculty, alumni and staff) and what the college offers.

Unifying message

The message will be focused by the college's slogan "Create a World That Works" and our three primary messages: community, careers, research.

Mode of Operation

The primary vehicle for storytelling about our college will be planned and produced pieces (PPP). Such pieces are planned to ensure balance among departments, consistency of message and coordination with timely opportunities. Further, they are produced with an eye to content strength and visual style. Great attention and care should be given to each PPP.

The objective of the editorial calendar is to intentionally highlight each department with regard to community, career and research once per semester (six PPP) and once additionally each fall with regard to community (fall), career (spring) and research (summer). This will result in nine PPP for each department that give balanced attention to community, career and research.

The planning tool on the next page is designed to keep a running tally of what PPP intersect the departments, types of people and what the college offers.

Appendix E.1
Editorial Calendar Planning Tool

Spring 2018

Department	Community	Career	Research	Bonus
Biosystems	Eric Vanzant		Carmen Agouridis	
Biomedical	Sarah Thomas		Guigen Zhang	
Chemical and Materials	Hannah Goldstein	Damarcus Smiley	Y.T. Cheng	
Civil	Gabe Dadi	Alec Tenfelde		
Computer Science	Greg Wasilkowski		Snapshot of four new professors	
Electrical and Computer	Damien Lawhorn	Bruce Walcott	Himanshu Thapliyal	
Mechanical		Twyman Clements	Christine Trinkle	
Mining			Recent grants	

Appendix F
Key Selling Points

At a Glance

- 3,404 students enrolled
- 724 students in the incoming class
- 8 departments
- 9 undergraduate degree programs
- 10 graduate degree programs
- 44 student organizations
- 7 certificate programs
- 3 Scholars programs

Pride

- 153 years in existence
- 1916: First female graduate: Margaret Ingels
- 1951: First African-American graduate: Holloway Fields
- Top-ranked engineering school in Kentucky

Research

- $30 million in active research projects

Student Success

- Largest Living Learning Program on campus
- $20/hour – Average Coop salary
- $64,664 average starting salary after graduation
- 72% of our students gain experience through coops or internships before graduation