



OU-TULSA
COLLEGE OF ARTS AND SCIENCES

A grayscale photograph of a city street, likely downtown Tulsa, showing tall buildings on either side and a street that recedes into the distance. The image is semi-transparent, allowing the red text to stand out.

STRATEGIC COMMUNICATION PLAN

3-YEAR PLAN
2017-2020

DEVELOPED BY

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ABOUT

THE COLLEGE OF ARTS AND SCIENCES AT OU-TULSA

The academic programs of the College of Arts and Sciences (CAS) at OU-Tulsa focus on educating professionals across northeast Oklahoma in the areas of direct human services practice, policy and advocacy work, and organizational behavior and management. Through our teaching, research, and service, we are advancing community together every day.

STRATEGIC COMMUNICATION PLAN

PURPOSE

The OU-Tulsa College of Arts and Sciences Advancement Team works to provide consistently excellent communication services and public relations assistance for CAS-Tulsa and all associated departments, centers, and institutes.

The Strategic Communication Plan will guide all staff efforts through effective application of communication strategies and deliver return on CAS investment in advancement. On par with College objectives, the CAS-Tulsa Advancement Team will ground all communication activities within the mission and goals of the College of Arts and Sciences.

The purpose of this strategic communication plan is to support the objectives and goals of the CAS Strategic Plan and Mission Statement by fostering a community-engaged culture through research and collaboration. This plan will serve as the College's first formal communication plan and represent a framework for managing and coordinating all internal and external communication regarding the College.

STRATEGIC COMMUNICATION PLAN

PRINCIPLES

- We will, in an environment of scarce resources, focus our efforts on strategic audiences who can help CAS-Tulsa achieve its mission of Advancing Community Together.
- We will operate in the knowledge that every member of our CAS community can and does affect our reputation and that effective and accessible communication is everyone's responsibility.
- Coordination, consistency, and repetition will ensure our messages build equity in the CAS brand.
- We will operate from a framework of transparency, promoting awareness and adherence of branding guidelines across the College.

GOALS



DRIVE COLLEGE REPUTATION

by promoting and strengthening the CAS brand in collaboration with all departments, centers, institutes, and other College staff and students, and by adhering to College and University branding guidelines.



PROMOTE ACADEMIC VALUE

to achieve optimum enrollment.



EXECUTE SOCIAL MEDIA PLAN

that incorporates all primary audiences with targeted weekly messages to expand consistent audience reach.



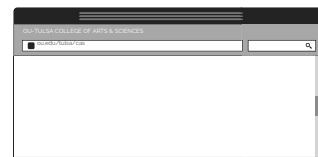
CREATE EFFECTIVE MESSAGING

highlighting outstanding faculty and student performance and merit using accessible language, in order to recruit and retain the best faculty and students in the world, and to build strong and lasting community relationships.



CONNECT COMMUNICATIONS

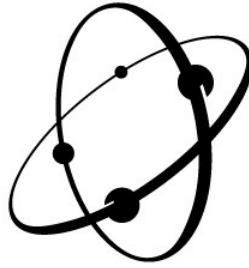
with all CAS-Tulsa departments, centers, and institutes within the College to enhance a culture of excellence, consistency, and transparency.



MAINTAIN CAS-TULSA WEBSITE

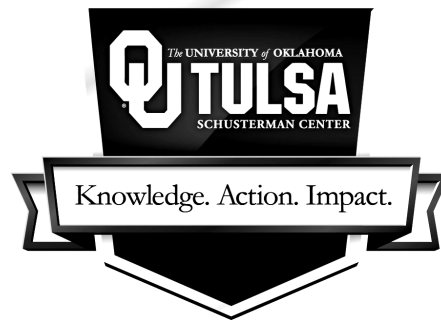
that clearly articulates the value and ongoing dimensions of research activities of CAS-Tulsa students and faculty to a broader public.

STRATEGIC COMMUNICATION PLAN
AUDIENCE SEGMENTATION



CAS-TULSA COMMUNITY

CURRENT AND POTENTIAL STUDENTS
CURRENT AND POTENTIAL FACULTY, STAFF
ALUMNI



OU-TULSA COMMUNITY

ADMINISTRATORS
FACULTY, STAFF
STUDENTS, ALUMNI



TULSA COMMUNITY

MAYOR, CITY COUNCILLORS
PUBLIC OFFICIALS, OPINION LEADERS
NONPROFIT LEADERS
TULSA RESIDENTS
MEDIA

KEY MESSAGING



CURRENT FACULTY/ STAFF

- They work for a great college and are making major contributions to its success.
- Their research and teaching shows we are #AdvancingCommunityTogether.



CURRENT STUDENTS

- Their research and learning will help them gain skills to succeed after graduation and improve the community in which they live.
- Exposure to diverse people, cultures, and ideas will prepare them for life in the global economy.
- Their successes are a positive reflection of CAS-Tulsa.



ALUMNI

- CAS provided them with a valued degree and strong educational experience.
- We are good stewards of all resources.



FACULTY, STAFF, STUDENTS, ALUMNI

- CAS is a tremendous college with outstanding faculty poised to provide student success.
- Faculty, staff, and students are #AdvancingCommunityTogether.



CITY LEADERS, MEDIA

- We are partners in the community's success and are critical to the city's economic success.
- CAS-Tulsa faculty and students utilize their expertise to benefit Tulsa.



NONPROFIT LEADERS

- We are partners in the community's success.
- CAS-Tulsa is community-focused in research and service, and partnerships can provide reciprocal resources.



CITY RESIDENTS

- We are partners in the community's success.
- CAS-Tulsa has a profound impact on the quality of life in Tulsa.
- Community partnerships are #AdvancingCommunityTogether.

STRATEGIC COMMUNICATION PLAN
KEY ACTIONS

With key audiences in mind, these key actions provide a guideline for communication strategies.

ACT

in a manner consistent with the values of the College.

ADVOCATE

for support of the College from key audiences.
for resources.

CONNECT

with the College for a lifetime.
the College with long-term partnerships.

ENCOURAGE

networks of friends to engage with the College.
prospective students to receive their degrees through CAS.
community members to participate in our offerings and take advantage of our resources.

SPEAK

enthusiastically about the quality, impact, and initiatives of the College.

KEY STRATEGIES

PROVIDE COMMUNICATIONS SUPPORT FOR COLLEGE UNITS

The CAS-Tulsa Advancement Team will provide one-on-one and group trainings on communication strategies for faculty and staff as needed. Topics may include social media, branding, design, academic web tools and websites, research accessibility, and approachability in language.

MAINTENANCE OF COLLEGE WEBSITE

All website content will be regularly refreshed and monitored by the CAS-Tulsa Advancement Team as other staff within the college provide necessary information for updates. News updates will be posted at least once per month.

BUILD STRATEGIC SOCIAL MEDIA MESSAGING

The development of a social media plan with specific themes and audience segmentation will be continually utilized on Facebook, with possible expansion to additional social media channels. This plan will ensure that all audiences are routinely targeted with key messages that tie to the CAS Strategic Plan goals. The plan includes twice per year Facebook campaigns with a specific program focus and a target audience of prospective students. The social media plan will be re-visited annually in May and implemented by August of each year.

PROMOTE COLLEGE & UNIVERSITY BRANDING GUIDELINES

In order to strengthen brand identity, all CAS-Tulsa departments, centers, and institutes will continually be reminded of the CAS and OU-specific branding guidelines. The CAS-Tulsa Advancement Team will ensure that all event and communication materials adhere to these brand and public affairs guidelines when they are reviewing or assisting in their development. These guidelines are available on the CAS website.

CREATE AND DISTRIBUTE ANNUAL IMPACT REPORT

Each summer, the CAS-Tulsa Advancement Team will distribute the Annual Impact Report to faculty and staff in the college. This report will also be publicly accessible on the CAS-Tulsa website. It will measure CAS-Tulsa impact in four major categories: Education, Research, Community, and Centers & Institutes. Data will be collected annually by the CAS-Tulsa Advancement Team.

ENHANCE INTERNAL COMMUNICATION

CAS-Tulsa Advancement will annually develop a production calendar for all events within the college in June of each year for the upcoming academic year. The calendar will also highlight OU-Tulsa events and events in the Tulsa community. At the end of each month, the calendar will be refreshed with the most up-to-date details and descriptions for the upcoming month. This calendar will guide shared Outlook event reminders and social media events.

PROMOTE STUDENT SUCCESS

Through social media and web content, the CAS-Tulsa Advancement Team will promote all avenues of student success, including student accolades, awards, community involvement, research, and career success.

STRATEGIC COMMUNICATION PLAN

OUTCOMES

Aligned with the CAS Strategic Communication Plan, the Strategic Communication Plan is the first plan of its kind developed within CAS-Tulsa. Upon successful adoption in August 2017, data will be obtained regarding each communication tool and platform utilized within the College establishing a baseline. These data points will serve as the basis from which annual growth goals and metrics will be developed to guide the work of the CAS-Tulsa Advancement Team. Because many of the proposed strategies are newly developed strategies, year one baseline data will be obtained for future refinement of this method.

The overall outcome from this plan will be to increase brand consistency, enhance communication effectiveness, strengthen strategic messaging to each audience, and encourage a community-engaged culture within the college. This document will not remain static, but will continually be reviewed and refined each semester by the CAS-Tulsa Advancement Team to ensure appropriate strategies are being used. This plan will be utilized annually to establish growth metrics in May for the next academic year, hoping to grow audience reach and metrics by 20% over year one baseline data by 2020.

ADVANCING COMMUNITY TOGETHER

