University College
Strategic Communication Plan
2015-2017
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I. Purpose

The purpose of this strategic communication plan is to support the objectives and goals for an organized University College (UC) communication system. It 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.

All communication processes and initiatives will be aligned with the overall plan’s strategies governing the efforts to communicate messages to various audiences. Specifically, it will meet and enhance the overarching strategic goals identified in both the KSU University College 2007–2012 and 2012–2017 Strategic Plans (see excerpts below):

I. KSU University College Strategic Plan 2007-2012 (excerpt one)
- **Goal 3**: “...begin work on a communication plan that would promote the College to both internal and external audiences.”
- **Goal 5**: “...of the plan complemented the university’s goal of developing greater efficiency and effectiveness within its units. The College’s goal of “continuously improving the infrastructure of University College to optimize service and strengthen accountability” was largely met by drafting and approving governing documents, establishing committees such as the Strategic Planning Committee and College Faculty Council, and developing a communication plan to increase communication across the College. The Dean also instituted twice-monthly leadership team meetings to enhance communication.”

II. KSU University College Strategic Plan 2012–2017 (excerpt two)
- **Goal 3**: Expand communication efforts that promote and publicize the work of the college to foster a greater understanding of its integral role within the university.
  - **Objective 1**: Develop and enhance avenues for communicating accomplishments of the college and its integral role within the university. Consistently update college web pages including “Meet the Faculty/Staff” sections on departmental sites.
  - **Objective 2**: Develop infrastructure for maintaining and enhancing University College communication. Develop and disseminate a protocol to all UC personnel for updating UC webpages. Prioritize the hiring of staff to coordinate communication strategies within the College (i.e., Communication Director, Social Media Coordinator).

In addition to the outlined objectives, this document will seek to achieve a communication environment conducive to accomplishing the following: distributing clear and consistent messages; articulating the college’s mission, vision, and goals; and adopting a culture of transparent communication as viewed by internal and external audiences. In order to ensure the success of the plan, UC leaders (i.e., deans, chairs, program managers, etc.) must recognize that communication is a shared responsibility. The Communication and Marketing Director (CMD) will measure the effectiveness of this plan and make appropriate adjustments as needed.
II. Audience Analysis

The college’s audience includes both internal and external targets. Identifying and understanding UC’s audience and their relationship to the college is essential to creating and implementing a well-organized and targeted communication plan.

University College’s audience is divided into two categories: Faculty/Staff and Students/Parents (current and prospective). Due to the college’s recent growth, maintaining communication with both groups is challenging.

Table A1 – Faculty/Staff Analysis

<table>
<thead>
<tr>
<th></th>
<th>Dean’s Suite</th>
<th>FYTS</th>
<th>University Studies</th>
<th>Center for Student Leadership</th>
<th>Orientation</th>
<th>FY &amp; Undeclared Advising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Faculty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FT</td>
<td>3</td>
<td>20</td>
<td>70</td>
<td>12</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>PT</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>10</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td><strong>Student Assistants</strong></td>
<td>43</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>51</td>
<td>26</td>
<td>70</td>
<td>16</td>
<td>7</td>
<td>10</td>
</tr>
</tbody>
</table>

A. Audience Category One

Housed in six departments, the first audience category is faculty and staff (see Table A1):

- **Faculty:** The college currently employs approximately thirty-five full-time faculty and eighty-three part-time faculty. Faculty members represent a wide range of disciplines that are positioned throughout six departments/divisions: The Department of First-Year and Transition Studies, University Studies, Orientation and Transition Programs, and First-Year & Undeclared Advising Services. A noteworthy fact is that although the college has experienced a significant amount of growth during the past ten years the distribution of full-time faculty and part-time faculty is substantially disproportionate based on the number of students served.

- **Staff:** The college currently has thirty-eight full-time staff members, some of whom are contractually obligated to serve in the capacity of faculty.

- **Student Assistants:** University College currently employs approximately fifty-five student assistants. While these positions are considered temporary, a significant number of student assistants are employed for extended periods during the course of their education. Little formal organized communication either to or from these employees exists.
B. Audience Category Two

The second audience category is students/parents (both current and prospective) including the parents of prospective students. Because of the structure of University College, the numbers associated with this audience will vary by semester, how many students utilize academic services, and student interaction with their assigned Thrive graduation coach.

- **Students**: University College annually provides educational services to more than three thousand first-year students from diverse backgrounds and with different interests. Communication between students is informal and social. Many students prefer to network socially via Internet sites such as Facebook, Twitter, Pinterest, etc. Students use these sites to stay connected with friends and make new contacts. They also use technology such as texting to communicate with faculty and classmates.

- **Prospective Students/Parents**: Parents often offer guidance to their prospective student(s). As such, communication with parents has the potential to be instrumental in course selections and college retention efforts. Currently, communication with these influencers is limited primarily to Preview Day presentations during enrollment periods. First-Year and Transition Studies sends email messages to parents prior to orientation. Additionally, graduation coaches interact with parents several months before the new school year begins.

III. Communication Challenges

The most prominent challenge is the need to create a formal process for distributing internal and external messages. These channels will help distribute messages to targeted audiences that express the college’s overall strategic goals, objectives, mission, and vision. Additional plans must include vehicles to reach all targeted audiences. Additional communication challenges include:

A. Internal communication:

- No coordinating body exists by which to focus a comprehensive message throughout all channels of communication. Message development and distribution is left to individuals within the departments.

B. Current student communication:

- While internal communication efforts may be improved with regard to message development and channel coordination, communication with students is a more challenging issue. The college has witnessed some progress in this area of student communication but should focus on additional development. These efforts must explore the use of communication tools students have already embraced such as social media, mobile technology, digital signage monitors, and web-based videos.

C. Former student communication:

- Communication with former students is for all practical purposes non existent. While the benefits of maintaining an engaged and informed alumni population are significant, University College is just beginning to take steps to engage this audience.


IV. Communication Channels Analysis

The following is a listing and analysis of the college’s current communication channels (see Table A2). It is likely that others exist as the process for developing channels is informal.

Table A2 – Communication Channels Analysis

<table>
<thead>
<tr>
<th>Channel</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulletin Boards</td>
<td>Bulletin boards are distributed throughout the four departments. The boards are used for the purpose of communicating with employees and students.</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>The recent addition of digital signage monitors in the UC building as well as those strategically located throughout the campus provides high visibility to the college’s ability to promote events and programs campus-wide. The signs are displayed in a 24-hour rotation.</td>
</tr>
<tr>
<td>KSU Inform</td>
<td>The university-wide email messaging system is distributed daily. It is the primary vehicle for distributing updated information regarding events, employee information, and other announcements. The system is available to all faculty and staff to post announcements that are distributed via email.</td>
</tr>
</tbody>
</table>
| College Website  | The UC website is positioned as the primary source of information for all target audiences. The responsibility of maintaining the website is distributed such that the main page is assigned to the Communication and Marketing Director (CMD) who is considered the webmaster. While other pages are the responsibility of individuals in various departments these individuals are required to send update requests to the webmaster’s assistant. All requests must be submitted via email directly to the webmaster’s assistance along with a copy to the webmaster.

The distributed nature of website responsibilities has, however, created a variety of issues including outdated information, redundant information, inappropriate variations in design, and the lack of structured uniformity. Recent improvements have included the use of student images on the main page and the introduction of a standardized web design. Both the Orientation and Transitions Program and First-Year & Undeclared Advising Services are responsible for updating content on their assigned webpages and rely on the Enterprise System and Services to update graphics. As a result of the upcoming January 2015 consolidation, these sites will be redesigned to meet the UC design structure and content guidelines of University College’s website. |
| Annual Report    | Over the past seven years, the college has consistently published one annual report: the Global Engagement Report. Currently, UC does not offer its target audiences a written comprehensive report that includes financial information along with a brief description of successful college programs and initiatives. |
| Newsletters      | University College publishes two consistent newsletters. The main newsletter is targeted toward internal faculty and staff that includes articles regarding their accomplishments. The articles showcase both curricular and co-curricular achievements and activities, along with faculty research publications and presentations. |
| Zimbra Calendar  |                                                                                                                                                                                                           |
## V. Strategic Analysis

The following is a listing and description of the college’s communication strategies (see Table A2)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish Communication Staff Members</td>
<td>The communication staff members will be selected by the department head. These members will include those who have responsibility for different aspects of internal and external communication and marketing efforts. They will be charged with acting as a coordinating body to ensure that college-wide communication activities support strategic goals and objectives, as well as assisting in the development and implementation of the college’s communication plan.</td>
</tr>
</tbody>
</table>
| Enhance College Website         | Efforts need to be made to vitalize the website, enhance current pages, and update content. Currently no matrix exists to indicate who is responsible for continually updating individual pages for each department. Such a matrix will be created and maintained by the CMD. The CMD is currently responsible for content on the main UC website. The UC’s main website is the most viewed page on the college website and as such has tremendous value as a communication tool.  

An effort is underway to develop a logical standard for use in reorganizing and maintaining the website. Participants of a recent website focus group which included high school students, parent of a high school student, two first-year students, three upper level college students and one parent of a college student indicated a moderate level of satisfaction with the website. However, when asked specifically what would enhance the sites, several ideas were shared. The most suggested item was the need to include video presentations featuring both students and faculty. |
| Enhance Social Media Messaging  | The majority of the college’s departments are actively using social media as a vehicle to communicate with the student audience. However, some are struggling with ways to effectively use the sites to connect with students. The Social Media Coordinator (SMC) is currently working with the CMD to develop a communication plan that provides support and guidance regarding posting requirements (such as frequency and content) as they relate to their department and the interests of other audiences. |
| Develop and Implement Marketing Guidelines and Standards | Given the number of variations of logos that currently exist, attempts at strengthening brand identity by using college-specific symbols such as the logo has been effective. Moving forward, a phased approach to creating brand identity will be necessary and accomplished by assuring that all new publications or other usages include college-approved symbols, images or logos.  

Brochures and other frequently used promotional materials must be standardized in order to present a uniform brand that is easily recognizable to internal and external audiences. Responsibility for non-print items such as signage and clothing/uniforms would reside with division and department leadership who would be responsible for following established policies.  

The CMD will be designated as the central clearinghouse for all publications to ensure that college branding policies are developed and strictly enforced. These policies will be communicated to the college’s departments by the CMD. |
### Establish Communication with Alumni
Currently, efforts are underway to start and maintain communication with college alumni. Attention should be given to establishing an electronic mailing list of alumni accompanied by periodic communication regarding the necessary steps to creating a sense of engagement and belonging. The college should explore cost-effective ways to connect with alumni, including those who are positioned to graduate within the next two semesters. These low-cost methods include placing a link on the college website, sending messages promoting the benefits of connecting as an alum, and announcing upcoming events.

### Publish an Annual Report
A comprehensive annual report should be produced yearly. Such a report would be a useful tool for marketing the college’s programs and accomplishments. The annual report should inform readers about the college’s strategic goals and its previous year’s successes. It should include financial transparency and indicate how financial decisions have supported strategic initiatives. Other useful information may include demographics, enrollment data and trends, reports on college partnerships in the community, acknowledgment of college supporters, and scholarship opportunities. The annual report should be distributed electronically to a wide audience within the college’s communication and strategic alliances (see page 9).

### Maintain Proactive Media Relations
The CMD will work closely with University Relations to focus on news stories based on college’s goals and mission. While many activities and accomplishments are publicized others go unrecognized. Each of these that does not receive attention represents a missed opportunity to highlight University College and its contribution to education and the community.

To that end, the CMD has initiated a monthly meeting with the assigned University Relations representative to develop a process by which campus entities and individuals can provide details of activities, events, and accomplishments for distribution both internally and externally.

### Promote Web-Based Events Calendar
A web-based events calendar should be positioned and advertised to all members of the campus community as the primary source of UC event information via the University College website. The calendar will include a link to the EMS master calendar.

### Develop College Speakers Bureau
The CMD will recruit and maintain a list of University College faculty who are prepared to speak on different topics of interest to the constituent communities. The list will be distributed to the media, service clubs, and chambers of commerce for use as a resource.

### Design an Electronic Magazine Publication
The college would benefit from having a premier publication that features news and events, research and stories about UC’s target audiences: faculty, staff, current students, alumni and prospective students/parents. This digital publication will be written by students, faculty, and staff. The magazine will profile outstanding alumni, faculty, and students.

### Conduct Town Hall Meetings
The Interim Dean will host a quarterly town hall meeting to provide faculty and staff the opportunity to present ideas, ask questions, and voice their concerns.

### Design Lunch and Learn Events
The CMD will conduct quarterly meetings to educate university staff and faculty about University College and its programs, departments, and curricular/co-curricular activities. These sessions will provide an opportunity for UC to increase its brand as well as partnership alliances across campus.
VI. Communication and Strategic Alliances

University College has several on-campus communication and strategic alliances. These alliances have been instrumental in the college’s growth and success. Although there are many, those listed below have forged a strong relationship with UC and have collaborated on recent projects:

- University Relations
- Office of Advancement and Development
- Alumni Affairs
- Office of Undergraduate Admissions
- Division of Global Affairs
- Distance Learning Center
- Division of Student Affairs
- General Education Council
- The Office of the President and Provost/VP of Academic Affairs
### VII. Communication Operations Project Plan

The following is a listing of the college’s communications strategies and tactics (see Table A3). **Table A3 – Communication Operations Project Plan**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy 1</strong></td>
<td><strong>Tactic 1.1</strong></td>
</tr>
<tr>
<td><strong>Tactic 1.2</strong></td>
<td>Establish communication guidelines for faculty and staff award recognition and distribution.</td>
</tr>
<tr>
<td><strong>Strategy 2</strong></td>
<td><strong>Tactic 2.1</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Tactic 2.2</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Tactic 2.3</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Tactic 2.4</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Tactic 2.5</strong></td>
</tr>
<tr>
<td><strong>Strategy 3</strong></td>
<td><strong>Tactic 3.1</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Tactic 3.2</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Tactic 3.3</strong></td>
</tr>
<tr>
<td><strong>Strategy 4</strong></td>
<td><strong>Tactic 4.1</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Tactic 4.2</strong></td>
</tr>
</tbody>
</table>
### VII. Communication Operations Project Plan cont’d

**Table A3 – Communication Operations Project Plan**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy 5</strong></td>
<td><strong>Tactic 5.1</strong></td>
<td>Establish Communication with Alumni. Collaborate with Alumni Affairs and the Office of Undergraduate Admissions to create an alumni database.</td>
</tr>
<tr>
<td><strong>Strategy 5.2</strong></td>
<td></td>
<td>Establish an Alumni Planning Committee to be responsible for developing events, awards/award criteria, alumni communication, etc.</td>
</tr>
<tr>
<td><strong>Strategy 6</strong></td>
<td><strong>Tactic 6.1</strong></td>
<td>Publish an Annual Report. Establish an Annual Report Committee to be responsible for developing content criteria.</td>
</tr>
<tr>
<td><strong>Tactic 6.2</strong></td>
<td></td>
<td>Develop a matrix which will include assignments for content submission, publishing dates, and responsible parties.</td>
</tr>
<tr>
<td><strong>Strategy 7</strong></td>
<td><strong>Tactic 7.1</strong></td>
<td>Maintain Proactive Media Relations. Develop a meeting agenda for monthly meetings with the University Relations (UR) representative for the purpose of promoting UC accomplishments.</td>
</tr>
<tr>
<td><strong>Tactic 7.2</strong></td>
<td></td>
<td>Create a notification process for coverage-worthy activities to be included in monthly meetings with UR.</td>
</tr>
<tr>
<td><strong>Strategy 8</strong></td>
<td><strong>Tactic 8.1</strong></td>
<td>Promote Web-based Events Calendar. Create a Calendar of Events webpage on UC site to publicize upcoming college-wide activities, annual events, etc.</td>
</tr>
<tr>
<td><strong>Tactic 8.2</strong></td>
<td></td>
<td>Coordinate UC events with the KSU events calendar to maximize exposure.</td>
</tr>
<tr>
<td><strong>Strategy 9</strong></td>
<td><strong>Tactic 9.1</strong></td>
<td>Develop a Speakers Bureau. Create and maintain a list of UC faculty and staff who are prepared to speak on various topics for outside venues.</td>
</tr>
<tr>
<td><strong>Tactic 9.2</strong></td>
<td></td>
<td>Distribute speakers list to media, service clubs, and Chamber of Commerce.</td>
</tr>
</tbody>
</table>
### VII. Communication Operations Project Plan cont’d

**Table A3 – Communication Operations Project Plan**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy 10</strong></td>
<td><strong>Tactic 10.1</strong></td>
</tr>
<tr>
<td>Design an Electronic Magazine</td>
<td>Create the format for a new quarterly electronic publication to feature news, events, stories, and research for a general audience.</td>
</tr>
<tr>
<td><strong>Tactic 10.2</strong></td>
<td></td>
</tr>
<tr>
<td>Assign personnel (students, faculty, staff) to serve in various positions for publication.</td>
<td></td>
</tr>
<tr>
<td><strong>Tactic 10.3</strong></td>
<td></td>
</tr>
<tr>
<td>Assign regular and guest writers to cover specific on-going segments (i.e., research, grants, events, feature, etc.).</td>
<td></td>
</tr>
<tr>
<td><strong>Strategy 11</strong></td>
<td><strong>Tactic 11.1</strong></td>
</tr>
<tr>
<td>Conduct Town Hall Meetings</td>
<td>Create a quarterly schedule for interim dean/dean to conduct town hall meetings to provide faculty and staff the opportunity to present ideas, ask questions, and voice concerns.</td>
</tr>
<tr>
<td><strong>Strategy 12</strong></td>
<td><strong>Tactic 12.1</strong></td>
</tr>
<tr>
<td>Design Lunch and Learn Events</td>
<td>Develop topics for quarterly education events designed to promote branding for UC.</td>
</tr>
<tr>
<td><strong>Tactic 12.2</strong></td>
<td></td>
</tr>
<tr>
<td>Develop partnerships with communication and strategic partners to increase attendance and awareness for Lunch and Learn events and to co-educate and promote areas of interests.</td>
<td></td>
</tr>
</tbody>
</table>
Communication Advisory Committee
Strategy 1: Tactics 1.1

The Communication Advisory Committee (CAC) advises and consults with the Communication and Marketing Director regarding public relations and internal and external communications. The purpose is to provide critical information regarding public relations issues facing the College, internal and external communications including publications, and distribute the College’s multiple messages campus-wide and to regional and national media.

The committee meets quarterly to discuss critical issues. The following individuals have been assigned to sharing critical information regarding department messages:

**Office of the Dean:**
Loretta Daniels, Communication and Marketing Director

**First-Year and Transition Studies:**
Natasha Lovelace Habers

**University Studies:**
Debbie Smith

**Orientation and Transition Programs:**
Donald Coleman

**The NEST:**
Sarah Matta

**The Center for Student Leadership:**
Laila Smith
University College will install a new website platform beginning April 2015. The new platform provides design flexibility, creativity, and tiered level access for increased efficiency. Department chairs will have the option of assigning a representative to have the responsibility of updating content and graphics on the web pages. The assigned representative is required to complete training offered by the webmaster, Loretta Daniels, and adhere to the Kennesaw State University and University College website guidelines and standards.

The following faculty/staff members have been assigned tier-level website updates access:

- **Office of the Dean:** Michelle Becerra & Loretta Daniels
- **University Studies:** Michelle Becerra & Loretta Daniels
- **First-Year and Transition Studies:** Natasha Lovelace Habers
- **Orientation and Transition Programs:** Mark Pilgrim
- **The NEST:** Sarah Matta
- **The Center for Student Leadership:** Laila Smith
- **The SMART Center:** Michelle Becerra & Loretta Daniels

**New Employee Photo Updates**

Each department is responsible for notifying the office of Communication and Marketing within seven days of any change in personnel. The website should list only active employees: **Full-time Faculty and Staff only (including Limited Term and Joint Appointments)**

**New Employee Submission Guidelines:**

- Submit a professional headshot (photographed by University Relations). Use the following link to schedule an appointment ([http://www.kennesaw.edu/ur/createservices.shtml#PhotoServices](http://www.kennesaw.edu/ur/createservices.shtml#PhotoServices))

Include the following information:

- Employee Name
- Title
- Phone number (including extension)
- Email address
Department/Program Video Production Schedule:

Each department will have their department programs featured on a one or two minute video production. The office of Communication and Marketing will coordinate the production schedule beginning April 2015.

Student Video Production Schedule:

The college will produce student program experience one-minute testimonial videos that are designed to offer a description of the program along with their personal experience.

Welcome to KSU Orientation Video Production Schedule:

The office of Communication and Marketing will produce a 3-minute Welcome to KSU Orientation Video every two years. The video will feature a variety of student activities, testimonials, course offerings, faculty support and program information. All participants will be current students who will welcome new students to KSU.
Social Media

Strategy 3: Tactics 3.1, 3.2, 3.3

Social media includes social networking (i.e., Facebook, LinkedIn, Twitter) video hosting sites (i.e. YouTube and Vimeo), and photo sharing sites.

The following University College guidelines build off the already-established university-wide guidelines. Kennesaw State’s official social media guidelines can be found at [http://www.kennesaw.edu/ur/publications/KSU_SocialMedia_Styleguide.pdf](http://www.kennesaw.edu/ur/publications/KSU_SocialMedia_Styleguide.pdf).

University College’s website ([www.kennesaw.edu/uc](http://www.kennesaw.edu/uc)) is the official communications vehicle for the college. Contact the social media coordinator, Kelsey Gulledge (kgulledge@kennesaw.edu) to create a department or program social media account. Individuals can be assigned as the department or program administrators of the site. This provides the ability to add individuals from the site. The social media coordinator is also available to provide one-on-one or group training sessions.

The social media coordinator will review sites periodically to determine if they are active. If social media sites are inactive or do not meet the established guidelines, the College will ask that they are discontinued.

### Social Media Guidelines

#### Content:
- Always include images/photos in posts
- Tag people, organizations, and companies when you mention them if appropriate.
- Post shareable and engaging posts for a broad range of people (students, faculty, public etc.)
- URL links should be included on each site
- Use hashtags when appropriate (Check and make sure the hashtag isn’t offensive or has another meaning.)

#### Frequency:
- Post 4 – 10 times a week. (Ideally once a day)
- Frequency may depend on the social media platform (Facebook, Twitter, etc.)
- Aim to post in the morning and lunchtime (more people are online at these times)

#### Management:
- Develop a social media calendar
- Use the KSU academic calendar and deadlines to help schedule posts ahead of time to keep followers informed
- Use HootSuite’s to schedule posts ahead of time (Facebook & Twitter)
- Follow industry influencers as well as other institutions in higher ed and network when posting to all social media sites
Marketing Guidelines and Standards
Strategy 4: Tactics 4.1, 4.2

University College’s office of Communication & Marketing works in partnership with the University’s Office of Strategic Communication and Marketing to ensure that the College is adhering to University Policy and Procedures. The University College office of Communication & Marketing provides an array of graphics, web, marketing and communication services. The communication and marketing staff is responsible for internal and external communication on behalf of University College and adheres to the guidelines put forth by University Relations (http://www.kennesaw.edu/styleguide/). The following guidelines have been developed to serve as a resource for faculty and staff.

Marketing Collateral
The Communication & Marketing office is available to assist in developing and designing various marketing collateral including, but not limited to flyers, brochures, advertisements, postcards, and promotional items.

KSU design standards:

Color Codes:
- Black: #000000
- Gold: #FEBB11
- Blue: #007A95 (website accent text color)

Kennesaw State Logo: the approved logo must be included on all printed materials.
- File type: EPS
- Logo size: a minimum 1 inch diameter

Photograph Resolution:
- File type: JPEG or PNG
- Resolution: 300 DPI or better

Design Approval Guidelines
Design approval is responsible for reviewing all submissions of artwork for correct use of the logo and general university branding and is not responsible for the prior departmental approval procedures within the College units. Prior to printing and distributing, all marketing, advertising materials, and campaigns must be approved by the Communication and Marketing Director (CMD). Submission guidelines:
- Any marketing materials not designed by the CMD office must be submitted to the CMD for review and approval.
- The CMD will submit all approved marketing materials to University Relations for final design approval.
• Any materials submitted directly to University Relations (i.e., designapproval@kennesaw.edu) will be rerouted to the CMD for submission which will delay the approval process.
• All design approval request(s) will be processed within 48 hours.

Video Production

The University Information Technology Services (UITS) team will record video on location or at its in-house studio. The team will be able to help with the production of university-related projects. The communication and marketing office is also available to produce your video projects.

All video requests should meet University College standards and overall messaging and core values.

The following steps are required for video production:

1. Discuss the production project with the Communication and Marketing office.
2. The CMD will complete the production request form and facilitate documentation, and development.

Digital Signage

The KSU Digital Signage Network is an enterprise-wide visual communications medium that informs students, faculty, staff, and visitors about the happenings at Kennesaw State University. The CMD office is available to design your slides.

All designs must include the branding identity of University College and adherence to all Kennesaw State University Visual Identity Program Standard and Style Guidelines. For more information, please visit: [http://www.kennesaw.edu/styleguide/](http://www.kennesaw.edu/styleguide/).

Check with your department to determine the individual assigned to manage the Digital Signage account.

Submission Requirements:

• Send design requests to Loretta_daniels@kennesaw.edu
• Submit completed design to Loretta_daniels@kennesaw.edu for final approval
• The CMD office will approve and post new slides within 48 hours after submission

Digital Signage guidelines ([http://avts.kennesaw.edu/dsn.php](http://avts.kennesaw.edu/dsn.php)) and design standards:

Color Codes:

• **Black**: #000000
• **Gold**: #FEBC11
• **Blue**: #007A95 (website accent text color)
Kennesaw State Logo: the approved logo must be included on all printed materials.
- **File type:** EPS
- **Logo size:** a minimum 1 inch diameter

Photograph Resolution:
- **File type:** JPEG or png
- **Resolution:** 300 DPI or better

Image Dimensions:
- **File Type:** JPEG
- **Size:** 960x540
- **Resolution:** 72 dpi
- **Font Size:** 22 (bold, non-serif fonts preferred)

Slide Rotation Schedule:
- Slides should be replaced or updated every 60 days

Newsletter Submission Requirements:
- Please send submissions to [loretta_daniels@kennesaw.edu](mailto:loretta_daniels@kennesaw.edu).
- **Submission Date:**
  - Articles should be submitted on or before the 19th of each month; articles received after this time will appear in the following month’s issue.
- **Submission requirements by article type:**
  - **Submission Options:**
    - Provide facts/information for an article
    - Provide a fully-written article
  - New Faculty/Staff Announcement
    - Photo
    - Bio
    - Start Date
    - Name and description of the position
• Publication Announcement
  • Name of publication
  • Publication date
  • Book or chapter title
  • A brief description of the purpose and potential impact
  • Photo(s) of author(s)

• Presentations (international conferences or any pre-conference or invited presentations)
  • Name of event
  • Presentation date
  • Presentation title
  • A short description of the purpose and potential impact
  • Photo(s) of author(s)

• Awards/Grants
  • Name of award or grant
  • Name of organization presenting the award or grant
  • Amount of grant
  • The funding date
  • A description of the purpose and potential impact
  • Photo(s) or award or grant recipient

• Student Recognition
  • Name of the faculty member associated with the student
  • Name of student
  • Description of project or achievement
  • A short bio of student
  • Photo

• New Initiatives
  • Name of initiative/program
  • A short description of the purpose and potential impact
  • Photo(s)
• Program Assessments
  • Name of program
  • A description of the program (including history)
  • Data that represents change (gain or loss)

• Special Events
  • Name of Event
  • Date, place, and time
  • A description of the event(s)
  • Contact information

• Article Requirements:
  • All articles should be written in Word format
  • Attach photos if applicable
  • Provide full URL if there is a “click here” option in the article

Press Releases

The Communication & Marketing office works in partnership with the University’s Office of Strategic Communication and Marketing on all press releases. The Communication and Marketing office is available to assist in developing and writing press releases and will work with the University’s Office of Strategic Communication and Marketing to secure university approval and to work on distribution to the appropriate local media outlets. Press releases are an excellent tool to inform the media of a possible feature story. Please submit information to Loretta_daniels@kennesaw.edu.
Email (Faculty & Staff Emails)

Faculty and staff emails can be used to “spread the word” about UC and what it represents. Your email should include a “Signature” line which includes the information listed below. When setting up your signature—please select the HTML format. If HTML format is not selected, the font will not reflect the “gold” or bold letters in signature:

1. Name
2. Phone number
3. Title
4. Department
5. Social Media Icons

During University College marketing campaign initiatives, faculty and staff will be asked to add a “tag line” to promote to internal and external audiences.

Example Format:

Loretta Garrett-Daniels, MSCM
Communication & Marketing Director
Instructor - Department of First-Year and Transition Studies
The Department of Leadership and Integrative Studies
University College
Bldg. 24 Room 213F
Phone: (470) 578-6326 Fax: (770) 423-9202
University College
MAKE the Connection

Zimbra Calendar Usage

Faculty and Staff should:

* *

01. Enter Appointments: Use Zimbra Calendarsto enter all of their UC appointments, meetings and events in order to increase efficiencies for those trying to schedule appointments which require your attendance.

2. Respond to meeting invitations: Respond to meeting invitations promptly with an Accept, Decline, or Tentative. By making a choice, you keep the meeting organizer informed so that they can better decide if they need to reschedule an appointment, plan for refreshments, or work with you outside of the scheduled meeting time.

Block Times: Block times on your calendar when you are not available. This includes vacation time as well as setting your calendar to show when you are routinely out of the office. Your closest colleagues may be aware that you work an unusual schedule, but others may not.
The University College Alumni Planning Committee (APC) plans and organizes alumni programs and events while working to build support for its alma mater. The APC works in collaboration with the Office of Alumni Affairs.

The committee determines the meeting schedule during the initial planning session.

**2015-2016 Committee Members**

- Loretta Daniels, Dean’s Suite
- Michael Keleher, University Studies
- Ree Howard, University Studies
- Jessie Allman, University Studies
- Kelsey Gulledge, University College
- Caryn Young, Office of Alumni Affairs
The Annual Report Committee (ARC) meets annually to discuss what information will be included in the upcoming report (i.e. research trends, program development, faculty and staff achievements, etc.). The report provides detailed information regarding the College’s financial status and summarizes the activities and accomplishments of the college.

The Annual Report will include the following information:

- Research
- Financial
- Grants
- Initiatives
- Partnerships
- Improvements
- Alumni
- Faculty and Staff Recognition

2015-2016 Committee Members

- Loretta Daniels, MSCM
- Deborah Mixson-Brookshire
- Linda Lyons
- Michael Keleher
- Jake Gross
- Alison Hedrick
University College supports freedom of speech and the press as outlined in the First Amendment and has established the following guidelines to describe the college’s position with respect to interacting with members of the press. For the purpose of these guidelines, “members of the press” shall refer to representatives of newspapers, magazines, newsletters, online publications, television stations and programs, and radio stations and programs.

**Media Relations Guidelines**

- **Submitting Story Ideas:**
  - To assist in generating story ideas, the Communication and Marketing office is interested in all newsworthy story ideas. Ideas should be sent to the CMD.
  - The CMD has a standing monthly meeting with the assigned University Relations representative to coordinate media relations. All faculty and staff are encouraged to share potential newsworthy ideas with the CMD.

- **Submission Requirements:**
  - Provide a fully-written article or content only
  - Articles should be written in Word format
  - Attach photos
  - Send article or content to uc@kennesaw.edu on or before the 25th of the calendar month

- **How to Respond to Press Coverage:**

  It is the responsibility of the Communication & Marketing office to initiate and communicate with the university’s Office of Strategic Communications when dealing with all media calls. When a faculty or staff member of University College is contacted by the members of the press who are reporting on University College, the faculty or staff member should notify the University’s Office of Strategic Communication and the Communication & Marketing office.

Authorization is required for photographs taken with the intent to publicize the institution. This consent allows the college to incorporate these photos in situations appropriate to the image of an academic institution. Contact the CMD for a copy of the required form.
The University College Calendar of Events (COE) is used to display a variety of scheduled events. The COE is housed on the main page of the college’s website (via RSS feed) and will include annual UC events as well as all other events submitted by faculty or staff.

**Submitting a Calendar Event:**

1. Send a request via email to ucevents@kennesaw.edu
2. Name of event
3. Location of event
4. Description of event
5. Contact information (including telephone numbers)
6. Attachment -- flyer, photo (optional)
Electronic Magazine
Strategy 10: Tactics 10.1, 10.2, 10.3

University College Magazine, Make the Connection is a quarterly digital publication that features news, events, research, and feature articles to a general audience (internal and external). The publication is published by the office of Communication and Marketing and staffed by volunteer faculty, staff and students.

The purpose of the magazine is to brand UC as an innovative academic college that takes an interdisciplinary approach to student success. The quarterly publication will feature the following segments:

- Inspiring Message from the Dean
- Faculty/Staff Spotlight (featuring achievements, credentials, areas of expertise, etc.)
- Student Spotlight (center spread)
- Program of the Month (feature one program per edition)
- Faculty Research
- Faculty Presentations
- Faculty Publications
- UC Social Media
- Feature Articles
- Brand Strategy

The editor will determine the content of the publication but will encourage all faculty and staff to submit story ideas at Loretta_daniels@kennesaw.edu.

Publication Dates

2015
- April 2015
- October 2015

2016
- January 2016
- April 2016
- October 2016
University College will host quarterly town hall meetings featuring the Dean/Interim Dean in an informal setting that gives both faculty and staff an opportunity to discuss emerging issues and preferences for their college.

Submitting Questions:

Confidential questions from faculty and staff should be placed in the assigned dropbox (see designated staff or faculty for the location of the dropbox) by the 9th of the month.

The Dean/Interim Dean will attempt to answer all confidential questions along with questions posed during the meeting.