

Communications 101

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Can You Hear Me Now?

Greenwood

It's your last chance...

- WHAT *HAVEN'T* YOU COVERED THAT YOU'D HOPED TO?

- WHAT DO YOU HAVE TO OFFER?

COMMUNICATIONS TRIVIA:

- > What is the origin of -30- at the end of a media release?
- > How do you spell the university situated in Kingston, Ontario?
- > Give us a lesson on use of the word 'alumni' and its derivatives
- > Which independent school just received one of the largest gifts in the history of private philanthropy to independent schools in Canada? How much was it?
- > ___% of web users under the age of 25 use Twitter..(16, 48, 79, 95)
- > What site should you bookmark to keep on top of marketing campaigns and trends in the educational sector?
- > Complete this adage: Doctors bury their mistakes...

Today we will...

- > Define institutional communications
- > Review examples
- > Review strategy and process for a Greenwood project
- > Solve all your communications issues...or try to!

What is institutional
communications?

Greenwood

Institutional Communications

- > The Institutional Communications office leads the school's efforts to articulate its mission and to generate goodwill and support among prospective students, parents, alumni, donors, on-campus constituents and friends
- > The office seeks to accomplish this through publications, the media, special projects and electronic communications. The communications function supports the strategic institutional, academic and administrative goals of the school with particular focus on the President/Principal's vision, as well as admissions and development efforts including alumni and donor relations.

> --Spring Hill College, Mobile, Alabama USA

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key messages

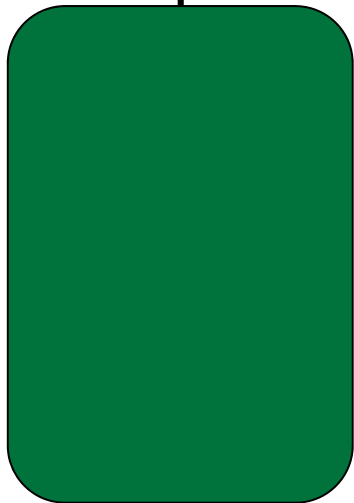
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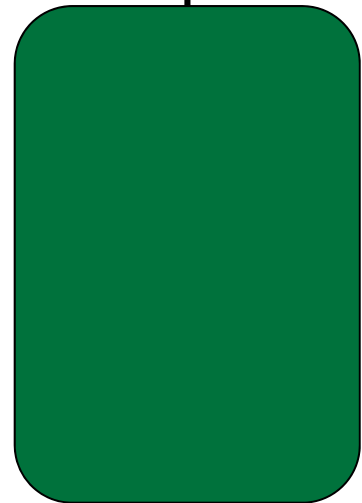
defines
delivers
key messages
detects

”

**Institutional
Communications**



Communications Primer



Communications Tools



- > Media relations: press releases, relationships
- > Support for development communications: [media lab](#) proposal
- > Alumni communications
- > Support for institutional leadership
- > Execution of key messages in print and online
- > Graphic consistency
- > Marketing campaigns
- > Social media

Exercise:

- > What are your institution's key messages? What are you good at? Where are you going?



Key Messages:

- > Insert (institution name) here

- > Name that campaign

- > How to differentiate yourself:
 - Articulate what you're good at
 - Show it rather than talk about it
 - Let others show it for you... look who's talking

Exercise:



- > What are your institution's key messages? What are you good at? Where are you going?
- > Why should I (as a potential student, alumnus/a, faculty member) have a relationship with your institution?
- > What's the call to action for your audience?

- > <http://www.academicagroup.ca/adspotter>
- > Appalachian: <http://www.youtube.com/watch?v=pVENWI8uBeg>

Examples



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CAPTAIN.
FUTURE
CAPTAIN
OF INDUSTRY.**

Student Leader
MBA student, Condon Faculty of Management
Assistant Director of Montreal Impact

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SEE WORLD.
TWO -
CURE HIV.**

Assistant Lecturer
MBA student
Woodie School

Get the whole story at
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Examples



Examples



> <http://web1.ocad.ca/masterminds/>






Examples

Controversial Campaigns





Case Study: The View From Here

- 
- > Unpack the messages
 - > Review the process
 - > Measures of success
 - > Agency relationships
- 
- 

Q:

- WHAT ARE YOUR COMMUNICATIONS CHALLENGES?
- WHAT HAVE YOU LEARNED AT THIS CONFERENCE?
- WHAT ELSE CAN YOU OFFER?
- THREE GOOD IDEAS

PS..social media explained:

> <http://www.youtube.com/watch?v=MpIOCIX1jPE>