School of Health Professions

Strategic Communication & Marketing Plan

Academic Year 2019-2020
Section I: Overview

Communication & Marketing Mission/Vision

We strive to be strategic partners in marketing and communication activities for SHP and its departments, programs and events. This requires us to be strategic, innovative, creative, proactive, responsive, good stewards of resources, and maintain a high level of specialized knowledge including campus and industry standards and best practices. We support the strategic operating plans of the University of Missouri and the School of Health Professions by producing and distributing content that:

1. highlights the success of our students, faculty and alumni, and
2. demonstrates our engagement and partnership with communities throughout the state.

Objectives

1. Support UM, MU, SHP, Department and Program objectives:
   a. Recruitment (students, faculty)
   b. Advancement
   c. AAU Metrics
   d. Land Grant Mission
   e. Strategic Initiatives (e.g., Open Course Materials)
2. Tell the SHP/Mizzou Story in support of three strategic messaging areas:
   a. Student Outcomes (student and alumni success, excellence in education)
   b. Research/Scholarship/Innovation (faculty and student success, industry leadership)
   c. Community Outreach/Impact (clinics, experiential learning)

Target Audiences

1. Prospective Students. Age 14-20. Include high school and post-secondary transfer students
2. Non-Traditional Students. Transfers, online, degree completion, etc.
3. College Decision Influencers. The parents, grandparents, guardians, caregivers, friends, family and others who influence college decisions.
4. Current Students
5. Alumni
6. Employers
7. Donors
8. Faculty/Staff
9. Peer Institutions
10. Professional/Industry Organizations
11. State, Federal Legislators
12. Missourians

Desired Actions

1. We want prospective students of all kinds to confidently choose Mizzou; and we want decision influencers to affirm and support that decision.

2. We want all stakeholders, but especially current students, faculty and staff, to be brand ambassadors – proudly sharing SHP’s key messages and stories as a reflection of their school and university.

3. We want alumni to remain engaged with SHP through giving, mentoring, continuing education, internships/employment, etc.

4. We want donors to know their gifts to scholarships, programs of research, and general funds make a difference to students and faculty, and directly advance our missions of teaching, research and service. And we want them to continue to give.

5. We want other schools and colleges, accrediting bodies and industry associations to be aware of our standing as a leading school of health professions, with faculty, students and alumni who are making significant contributions in their fields.

6. We want policy-makers to support higher education with funding and legislation that facilitates our missions of teaching, research and service.

7. We want the people of Missouri to see themselves as partners with Mizzou and SHP for the benefit of all Missourians – to convey an understanding of the value of that partnership to the social and economic progress of our state.
Section II: Content

Content Strategy:
We actively measure the performance of all SHP content including: reach, placements, effort rating, ad value equivalence and engagement. Based on historic effort levels and performance of various content types, we are able to execute distribution strategies for each SHP story for maximum benefit to the school/program. Depending on the content, options for distribution are outlined below:

Content Areas:
- Outcomes: Student and Alumni Success (30%)
- Research & Innovation: Faculty and Student Creative Works (30%)
- Community Outreach & Engagement: Value to Missouri (30%)
- Events (10%)
- Topics/Interest Areas

Content Categories:
- SHARE: Someone else creates the content, we share and distribute. (10%)
- CREATE: Someone provides a lead, we create, share and distribute the content. (20%)
- STRATEGIC: We develop the idea based on SHP/Mizzou strategic initiatives, create share and distribute the content. (50%)
- EXCEPTIONAL: Strategic, high value, high effort activities that are particularly complex and/or time consuming. (20%)

Owned Channels

1. Website Content
   - New content posted primarily to the department/program web site.
   - Sticky content accumulates to SHP web site
   - News, events, new printed materials, announcements, presentations

2. Email Communication
   - Internal newsletter sent weekly to faculty and staff, links to web content
   - Targeted, program-specific content is shared 4-6 times per year for each program with alumni, donors and friends.
   - Undergraduate and Graduate student newsletters sent bi-weekly and monthly, respectively
   - Parent communications sent 4 times per year
   - Occasional school-wide, all-audience messages
3. **Facebook**
   - Share owned content, drive traffic to website.
   - Share department, program, other relevant content
   - Native posts when possible
   - Engage in, monitor conversations
   - Report followers, engagement, top content
   - Primary: faculty, staff, parents, student orgs

4. **Twitter**
   - Share owned content, drive traffic to website
   - Share department, program other relevant content
   - Engage in, monitor conversations
   - Report followers, engagement, top content
   - Primary: faculty, staff, colleagues, peers, research

5. **Instagram**
   - Share owned content, drive traffic to website. Focus on student stories, behind the scenes.
   - Include department, program students and content in feed and stories
   - Monitor comments and engagement
   - Report followers, engagement, top content
   - Primary: students, prospective students

6. **YouTube**
   - Primary hosting location for SHP video content
   - Embed YouTube content in other platforms
   - Drive traffic via playlists
   - Report subscriber base, number of views, watch time

**Pitched Channels**

1. **Mizzou Channels**
   - Submit/Pitch Content
   - Engage/Monitor Social Sharing
   - Report Placements

2. **MU Health Channels**
   - Submit/Pitch Content
   - Engage/Monitor Social Sharing
   - Monitor Placements
3. **Media Relations**
   - Pitch Stories to Local/National Media
   - Monitor Placements
   - Engage/Monitor Social Sharing
   - Report placements, reach, AVE

**Content Metrics:**
- Number of Stories
- Average Effort Level (Rating based on Content Category)
- Category Breakdown
- Placements
- Reach
- Advertising Value Equivalence

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**Section III. Marketing**

**Marketing Strategy:**
The SHP Office of Strategic Communication and Marketing strives to support University of Missouri brand and identity standards while communicating efficiently and effectively about SHP programs, people and assets via the SHP website, collateral materials, web sites, social media channels, events, etc. Our team works with departments, programs and units to define audiences, desired behaviors and key messages then establish marketing goals that can be met by combining content strategy with key marketing tactics.

**Marketing Tactical Areas:**

**Advertising:** We offer assistance with budgeting, planning, negotiating and purchasing media.

**Content Creation:** Are you thinking of creating a flyer, brochure, video, Facebook/Twitter outreach, or newsletter? Contact us first, please! At a minimum, everything that's created at SHP should come through our office to review. Ideally, we'll help you plan and create content that's high-quality, on-strategy, and compliant with campus identity and brand standards.

**Event Support:** While we are not event planners, our office can help with event communication, promotion and publicity such as: graphic design, flyers, advertising, postcards/invitations, giveaways, collateral materials, web presence, social media promotion, emails, signage, campus and health system coordination, sponsor coordination, media coverage, campus and community calendar listings, etc. If your event audience includes alumni, we'll also include the SHP Advancement Officer. If your event is a major campus event, you may wish to also use resources from the MU Conference Office. For most
events, please allow 60 days for the most effective promotion and publicity. Contact the Building Coordinators for reserving the Lewis/Clark lobby or courtyard.

Flyers: To post flyers in Lewis & Clark Halls, please contact the Building Coordinators for approval and specific posting locations and instructions.

Marketing/Communication Planning: We develop and implement the strategic communication plan for SHP, and can create custom plans for departments, programs, events, special projects, etc. For major events, please allow 60 days.

Media Relations: We work with the MU News Bureau and independently to distribute SHP content to members of the media. In addition, we serve as the first point of contact for media inquiries. If you are contacted by a member of the media, or are interested in media training, please contact us.

Photography: We often provide photography services in support of content and event related projects. On occasion, we also update faculty and staff head shots. If you have a photo request, please contact us to discuss options and schedule.

Promotional Items: Perplexed by campus and health system identity standards? Need a vector file of the logo? No problem - we can help you through it.

School-wide Materials: Our office develops and produces school-wide materials and supports school-wide efforts and activities in the strategic plan, including: advancement, alumni relations and recruiting. Examples include: printed collateral materials, internal and external newsletters, SHP metrics, annual progress report, new faculty booklet, scripts and remarks, public statements, events and media relations.

Web Support: Though each department and program has the ability to update their own web content, we are available to support these sites as well to make sure content is current and fresh. In addition we create and support web pages for individual faculty when there is significant research or creative work to be shared. Please contact us to help maximize your web presence.

**Marketing Metrics:**

- **Web Analytics:** Unique Users, Pageviews, Time on Site, Traffic Patterns, Search Patterns, Bounce Patterns
- **Social Analytics:** Followers/subscribers, impressions/views, engagement
- **Newsletter Analytics:** Open Rate, Click Rate
- **Event Metrics:** Attendance, Engagement
- **Collateral Metrics:** Creation, Revision, Distribution
Section IV. External Relations

External Relations Strategy:
The SHP Office of Strategic Communication and Marketing develops customizes key messages for SHP in support of University of Missouri objectives including, but not limited to, recruitment and retention of students and faculty; fundraising and advancement; alumni relations and engagement; research and scholarly activity; AAU standing; our land grant mission and community engagement; and strategic initiatives.

External Relations Tactical Areas:
- Media Relations: We work with the MU News Bureau and independently to distribute SHP content to members of the media. In addition, we serve as the first point of content for media inquiries.
- Media Training
- Presentations
- Proposals/Documents
- Remarks/Speeches
- Statements/Comments

External Relations Metrics:
- Placements, Reach, AVE
- Number of trainings, presentations, remarks, documents, etc.
- Engagement
Section V. Calendar

January:
- Back to School
- Dean’s Message
- Department/Program Newsletters (Alumni & Friends)
- Parent Newsletter

February:
- Black History Month
- ADC Birthday
- Payroll Deduction Recognition
- Planned Giving Newsletter

March:
- Athletic Training Month
- Pulmonary Rehabilitation Week
- Brain Injury Awareness Month
- Wheelchair Relay
- Advancement Thank-A-Thon
- Department/Program Newsletters (Alumni & Friends)

April:
- OT Month
- Light It Up Blue
- Autism Awareness Month
- World Health Day
- Public Health Week
- Medical Lab Week
- Touchstone Recognition
- Award/Scholarship Nomination/Selection
- Health Sciences Research Day

May:
- Mental Health Awareness
- Stroke Month
- Better Hearing and Speech Month
- UMHS Sharing Days
- SHP Student Finals Food
• SHP Awards Ceremony
• Commencement
• Department/Program Newsletters (Alumni & Friends)

**June:**
• Update Strategic Communication Plan
• ADC Donor Recognition

**July:**
• Metrics Project
• Progress Report

**August:**
• Back to School
• New Faculty Brochure
• Convocation
• SHP Welcome / See Your Future in SHP
• Department/Program Newsletters (Alumni & Friends)

**September:**
• Rehabilitation Awareness Week
• Involvement Fair
• Pancake Breakfast
• RT 50th
• OT Tailgate
• PT Tailgate/RunWalk/Trivia Night
• SHP Family Photo
• Leaders’ Weekend
• Family Weekend
• Payroll Deduction Recognition
• MPH Highlights

**October:**
• Ultrasound Awareness Month
• PT Month
• Nuclear Medicine and Molecular Imaging Week
• Mental Health Day
• Stuttering Awareness Day
• Black Alumni in Health Care
• Let’s Talk
• Homecoming
• Department/Program Newsletters (Alumni & Friends)

November:
• Alzheimer’s Awareness Month
• Radiologic Tech Week
• Annual Appeal Letters
• Thanksgiving Message
• MPH Highlights

December:
• SHP Student Finals Food
• Commencement
• Holiday Message
• Department/Program Newsletters (Alumni & Friends)