A Comms Maze?

Not so much. A good communications strategy addresses your:

• Goals
• Audience
• Approach
• Medium
• Execution
• Partnerships
Define your Communications Goals

- **Student recruitment**—What kind of students are you looking for?
- **Helping your current students**—What do they need to know to be successful in your program?
- **Creating advocates**—Are faculty, staff and administrators able to articulate your program strengths?
- **Fundraising**—What will inspire people to give to your program?
- **Reputation building**—What will help your program to rise above?
- **Community awareness**—Does the general public know about your program? What is their perception of it?
Determine your Audience

- K-12 students
- Community college students
- Undergrads attending other schools
- Current students—graduate and undergraduate
- Your own faculty and staff
- College/campus/system administrators
- Advisory Council members
- CU alumni
- Industry representatives—local and national
- Faculty and chairs at other engineering schools
- General public
Develop Your Approach

- Differentiate your program
- Tailor your message to your audience
- Select an appropriate communication medium
- Consider your budget, staffing and time constraints
- What can be done electronically?
- Make your message timely
- Develop a good contact list
- If it’s big news, kick it up the ladder
- Include an action item with each communique
Choose Your Medium

**Consider:** Print brochure (internally or externally printed), direct mailing, website, email (one-off or newsletter), social media posts, press release, public event …

- **Time** constraints?
- **Cost** constraints?
- **Demographics**?
- **Preview or review**?
Newsletters

- Reach a relatively **broad audience**
- Plan a **schedule** for recurring communications and stick to it
- Bite off **only as much** as you can chew
- **Frequency** is more important than length
- Consider how to **supplement** college and campus publications
- Incorporate **branding** principles
- Benefits of **electronic newsletters**
- Incorporate **calls to action** wherever possible
- Link to your **website** for more information
Event Promotion

Promote events beyond your department to include:

- College and Boulder campus
- Engineering industry
- Local K-12 schools
- Prospective students
- Alumni and donors
- General public
Event Promotion

Communication tools available:

• Website
• Events Calendar
• Buff Bulletin (to be replaced by CU-Boulder Today)
• Email invitation or include in your newsletter
• Postcard mailing
• Social media (Facebook, LinkedIn, Twitter)
• Press releases for high-interest events
• Advertising when budget allows
Partner with Us

• Let us know your big news
  Carol can help you determine suitability for a news release or college/campus publication

• Consider inviting alumni to more events
  Coordinate details with Courtney

• Request graphics support when needed
  Work with Jessica or hire U-Comm for major pieces

• Order photography for greater impact
  Call CU Photo Office for important shots
Now it’s Your Turn

Identify a communications challenge in your program and how it might be addressed. Write it on an index card.

• Poorly attended events?
• A target audience you are missing?
• Lack of lead time to plan and promote?
• Hit or miss publications?
• Missed opportunities?
• Want more communication between departments?