

A woman and a man are standing in a laboratory or workshop. The woman is on the left, wearing a grey patterned top and dark pants. The man is on the right, wearing a plaid shirt and khaki pants. They are both looking at each other. The background is filled with various pieces of equipment, including a large metal structure with a curved top, a desk with a computer monitor, and various cables and tools. The text "A Strategic Approach to CEAS Communications" is overlaid on the image.

A Strategic Approach to CEAS Communications

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Engineering & Applied Science
UNIVERSITY OF COLORADO **BOULDER**

Communications Realignment

In response to many precipitating and impacting factors that include staff turnover, budget reductions, the reorganization of campus communications and new leadership in 2021, the college has undertaken a realignment of communications and marketing staff responsibilities and a redistribution of our resources.

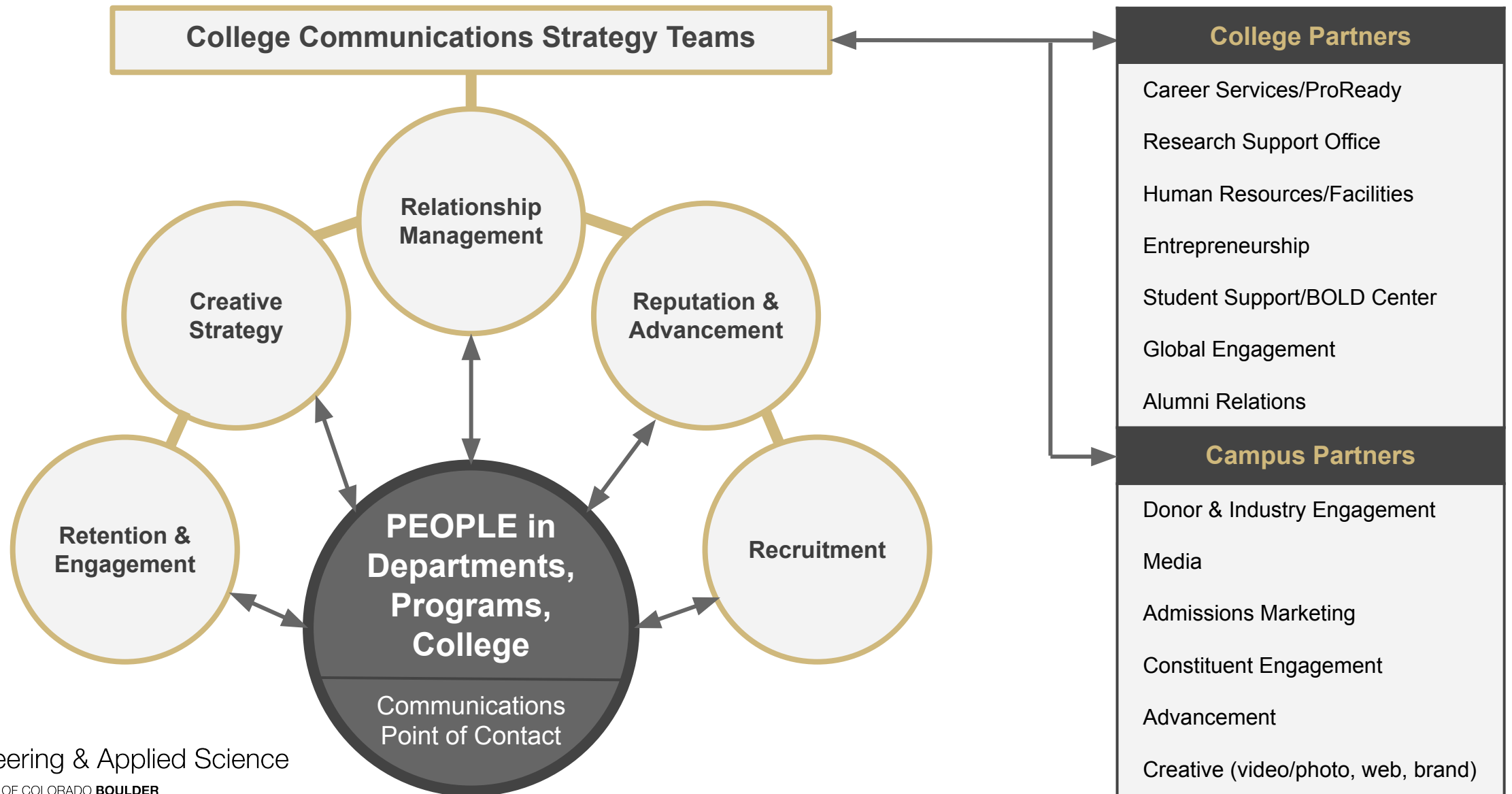


Objective of Realignment

- **Invest in and support comms equitably** across the college
- Focus on the four strategic communications pillars of **reputation, recruitment, retention-engagement and advancement**
- Strengthen an **integrated, college-wide approach** to communications and marketing with departments and programs at the center, supported by college expert teams and campus partners
- **Advance the strategy for college communications** set in motion two years ago with new investment, hires and leadership. Prepare for new leadership.



New Alignment: Department and Program Focused, Teams Based



Portfolios of departments and programs

Members of the comms team each have a set of relationships to nurture.

Each department and program will be assigned a communicator who can assist in evaluating and prioritizing communications needs, developing strategies and tactics, and organizing resources for implementation.

Communicators are reaching out to their stakeholders in Dec. 2020 and Jan. 2021. Efforts will be focused on strategic communications priorities in the areas of reputation, recruitment, retention/engagement and advancement.



Portfolios of departments and programs

Communicators assigned to administrative council members

- Chemical and Biological Engineering - Jonathan Raab
- Civil, Environmental and Architectural Engineering - Jeff Zehnder
- Computer Science - Grace Wilson
- Electrical, Computer and Energy Engineering - Emily Adams
- Mechanical Engineering - Vacant (hiring in process)
- Smead Aerospace - Jeff Zehnder
- Engineering Plus - Julie Chiron
- Applied Mathematics - Jonathan Raab
- Engineering Physics - Jeff Zehnder
- Materials Science and Engineering - Jonathan Raab
- Biomedical Engineering - Vacant (hiring in process)



Portfolios of departments and programs

Communicators assigned to administrative council members

- Entrepreneurship - Amy Viverito
- ATLAS - Grace Wilson and Nick Sutcliffe
- Environmental Engineering - Laurence Lambert
- Idea Forge - Julie Chiron
- Engineering Management Program - Amy Viverito
- Associate Undergraduate, Graduate Deans (except marketing) - Emily Adams
- Associate Dean for Research - Josh Rhoten
- Associate Dean for Faculty Advancement - Emily Adams
- Associate Dean for Students - Emily Adams
- Associate Dean for Programs and Projects - Julie Chiron
- Assistant Dean for Access, Inclusion and Student Programs - Julie Chiron
- Assistant Dean of Administration - Julie Chiron
- Assistant Dean for Advancement - Kellen Short



Align Teams to Priorities, Competencies

Strategy Teams	Reputation & Advancement	Media & Strategic Communications	<ul style="list-style-type: none"> • Strategic story development & media (with SRC) • Positioning, reputation campaigns, issues mgt • Leadership, DEI comms (ext), rollouts, Advancement
	Recruitment	Enrollment Marketing & Content Strategy	<ul style="list-style-type: none"> • Undergraduate admissions marketing • Graduate & PMP admissions marketing • Scholarships
	Retention & Engagement	Engagement Communications & Constituent Experience	<ul style="list-style-type: none"> • Student communications (undergrad, grad) • College communications (internal, HR, DEI) • Community engagement through social
	Creative	Creative Strategy	<ul style="list-style-type: none"> • Brand/identity management • Brand image: websites, external publications • Production: print, web, video, photography, environmental
	Departments	Department & Program Needs Assessment, Strategy & Implementation	<ul style="list-style-type: none"> • Semester, annual strategic priorities • Daily relationship management and support • SMEs for programs, translate and advocate

