Outreach and Engagement Communications Model

GOAL: Highlight CU Boulder outreach and engagement events, programs and projects involving faculty, staff and students.

Office for Outreach and Engagement
Comms Tools: Inside Outreach Newsletter, listservs, paid ads, targeted emails (faculty and staff, external), program database, social media, digital signage, event listings (campus and newspapers)
Audiences: Campus leadership, outreach faculty, staff and students; community members statewide

College and School Communicators
Comms Tools: Magazines, internal listservs, social media, external newsletters, event listings
Audiences: College, school and university leadership, faculty, staff, students, alumni, donors

Community Partners
Comms Tools: Social media, newsletters, website, local event listings
Audiences: Public, media

Strategic Media Relations
Comms Tools: CUBT, social media, tip sheets, press releases, executive communications, video, SMA ads
Audiences: CUB campus, system, media

Government Relations
Audiences: Legislators, business leaders, Chambers of Commerce, local government

CU System Office of Engagement
Comms Tools: CU Connections, social media, President’s letter
Audiences: Regents, President, media

Worth publicizing?
Campus communicators discuss timing, audiences, comms tools and audiences.

Gov’t and biz leader interest?
OOE (possibly college and school communicator) contacts Gov’t Relations

Media potential?
OOE (possibly college and school communicator) contacts SRC

System interest?
SRC contacts system

Periodic info flow ➔ Main info flow ➔