

University of Maine at Augusta Strategic Communication Plan

I. Purpose

The purpose of this strategic communication plan is to support the action item identified in UMA's Revised Strategic Plan 2016-2020 as follows:

“3.8 Enhance communication within the UMA community and effectively communicate our story to external stakeholders.

3.8.1 Create a variety of forums for open discussion to engage students, faculty and staff in a culture of shared governance and continuous improvement.”

This communication plan will also seek to support the goals outlined in the Revised Strategic Plan by pursuing communication strategies that promote academic programs; enhance recruitment, enrollment, and retention efforts; and collaborate with associated programs.

This strategic communication plan will serve as a framework for managing and coordinating all internal and external communications regarding UMA and will strive to deliver clear and consistent messages to internal and external audiences as it articulates UMA's mission, vision, and goals.

Communication is a shared responsibility and participation by all members of the UMA community is encouraged and desired.

II. Audience

UMA communicates with various constituencies, both internal and external. The internal audience includes faculty, staff, and students. The external audience includes prospective students and their families, media outlets, other stakeholders, and as a public institution of higher learning, the citizens of Maine.

III. Communication Objectives (in no particular order)

- a. Develop a process for distributing internal and external information and messages.
- b. Utilize more fully all social media platforms to support academic programs, enrollment, and other programs associated with UMA. Inventory current UMA social media sites and establish policies for consistent messaging.
- c. Enhance UMA's website with consistent formatting and templates. Update current content information for all programs and departments, as needed. Assist academic programs with content updates using templates.
- d. Institute regular communication tools and channels for internal and external audiences, such as newsletters, weekly calendars, alumni publications, and written materials.

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- e. Schedule campus open forums to engage students, faculty, and staff on issues of importance to the campus community and to enhance shared governance.
- f. Improve current events calendar.
- g. Develop and use consistent messaging with UMA logo to strengthen brand identity. Enlist assistance of UMA community in becoming stewards of logo usage.
- h. Partner with UMA Dean of Students and Student Life to ensure consistent student messaging. (Current Student Life communications, including the Student Newsletter will remain with Student Life.)
- i. Collaborate with UMA Marketing for consistent message and coordinated initiatives.
- j. Ensure compliance with regulatory, accessibility and any accreditation standards in all communication activities.
- k. Develop a consistent approach to posting items on the UMA website (an external site) and the UMA portal (an internal site). Ensure coordination of information and one process for posting information on both.

IV. Implementation and Tools

UMA This Week

Weekly summary of events on campus provided via e-mail to campus community and stakeholders at the beginning of each week. This communication will also include a section titled **UMA in the News** that will provide a list of recent news article links relevant to UMA or the UMS.

This communication tool is in addition to the Student Newsletter.

- ▶ To submit information for **UMA This Week** e-mail Domna Giatas (domna.giatas@maine.edu) at least two weeks prior to the event.

UMA Message of the Day

The **UMA Message of the Day** provides a method for sharing timely information to the UMA community. All requests will be reviewed by the Manager of Digital Communication for content, tone, and relevance prior to distribution.

- ▶ To submit items for **Message of the Day**, e-mail Manager of Digital Communications

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UMA E-Newsletter – Monthly Moose News

Monthly electronic newsletter with a message from President Wyke, brief articles, photos, highlights from UMA events, and relevant information for faculty, staff, and students. The newsletter will also provide an opportunity to highlight academic and administrative areas, welcome new employees, celebrate faculty and staff achievements, among other items. A link to an events calendar might also be included. **Monthly Moose News** will be posted on UMA website and distributed to campus community and stakeholders via e-mail.

- ▶ To submit articles and photos for the newsletter, e-mail Domna Giatas domna.giatas@maine.edu.

UMA Campus Forum

An open campus forum for students, faculty, and staff held at least once a semester with President Wyke and senior administrators. These forums will be held on the Augusta and Bangor campuses with livestreaming availability to University College Centers from the Augusta forum. The open forums will provide an opportunity to receive updates from President Wyke and engage students, faculty, and staff on issues of importance to the campus community.

Press Releases/Social Media

Media newsworthy or noteworthy announcements, events, or other exciting UMA news can be developed into press releases or shared on social media. Examples of items for press releases and/or social media include UMA events; achievements and milestones of faculty, staff, and students; and initiatives and topics of interest to the public. Not sure? Contact Domna Giatas or Manager of Digital Communications to brainstorm.

Press releases and advisories are distributed to various media outlets throughout the state as appropriate, based upon topic and likely areas of interest. For event information, please provide materials at least two weeks prior to the event date.

- ▶ To submit a draft release or media idea, contact Domna Giatas at 621-3495 or domna.giatas@maine.edu.

UMA has several sanctioned social media pages (Facebook, Twitter, LinkedIn, YouTube, and Instagram) where events and announcements are posted.

Facebook – <https://www.facebook.com/UMAugusta>

Twitter - <https://twitter.com/umaugusta>

LinkedIn - <https://www.linkedin.com/company/university-of-maine-at-augusta>

YouTube - <https://www.youtube.com/user/UMaineAugusta>

- ▶ To submit an item for posting, contact the Manager of Digital Communications with text, video, and images. (Please no PDF documents.)

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UMA Marquees in Augusta and Bangor

UMA has marquees at the entrances of both the Augusta and Bangor campuses. General UMA information (ex. Enroll Now for Spring), or events specific to each campus (ex. Jazz Concert on Saturday), may be posted there to inform community members as they drive by the campuses. Marquee message requests will be reviewed with the Executive Director of Planning and Communications or Manager of Digital Communication to ensure consistency.

- ▶ To submit an event or message for placement on the marquees please provide information two weeks in advance as follows:

In Augusta contact Carol Bean carol.bean@maine.edu. There is space on the marquee for three lines of text with 19 characters per line (including spaces).

In Bangor contact Patrick Decker patrick.f.decker@maine.edu. There is space on the marquee for three lines of text with 22 characters per line (including spaces). Winter posting are subject to weather conditions.

V. UMA Logo

The UMA logo is an important part of the UMA's branding. Members of the UMA community are important stewards in maintaining the integrity of the logo. A logo usage guide is available through this link, <https://www.uma.edu/about/official-branding/>. This branding guide will be reviewed, revised, and republished for the purpose of including options for department and program specific identifications, as well as to include current logos used by UMA athletics and student organizations.

Any questions or requests for logo variation, please contact Domna Giatas (domna.giatas@maine.edu) or Manager of Digital Communications.

VI. UMA Website

A **Web Improvement Group (WIG)** will be assembled to ensure consistent formatting and templates (ex. Faculty/Staff, Program Overview, and Contact Us) ease of use, and accessibility of UMA website. The WIG will also resolve any web management issues and work collaboratively with the UMA community to make necessary adjustments to the website. The Manager of Digital Communication will work with academic and administrative departments to update content and ensure compliance with accessibility standards.

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Additionally, social media platforms will be integrated on the website to provide mirrored content. An improved calendar of events and a section for ***UMA in the News*** will be developed for the website.