

CALIFORNIA STATE UNIVERSITY, FRESNO  
1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

**FY 2010-11 and FY 2011-12**

# **University Communications**



**CALIFORNIA STATE UNIVERSITY, FRESNO**  
**University Advancement      FY 2010-11 / 2011-12 Action Plan Details**

**Department: University Communications**

**Date: September 2010**

Priority/Product	Criteria for Success	Tactics	Special Considerations
<b>Lead the university's communications efforts, image enhancement and emergency communications response</b>	<ul style="list-style-type: none"> <li>• Prepare speeches and message points for the President and other campus officials to aid in the communication of critical campus messages.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare speeches for fall and spring campus assemblies, major campus events, press conferences, public addresses and development events.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Provide public relations counsel to the President, the Cabinet and other managers to help guide regular university planning and during crisis periods.</li> </ul>	<ul style="list-style-type: none"> <li>• Associate Vice President and UC staff available as needed.</li> <li>• Develop communications plans for individual campus units as needed, in consultation with academic and administrative leadership.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited capacity to develop communications plans because of staffing shortage.</li> </ul>
	<ul style="list-style-type: none"> <li>• Coordination of emergency communications to the campus community and the public.</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate emergency messages as needed per the emergency communications plan.</li> <li>• Conduct training for UC staff to ensure emergency procedures are clear.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Provide media training for administrators, faculty and staff to help ensure more positive communication of campus information.</li> </ul>	<ul style="list-style-type: none"> <li>• Media training offered by Associate Vice President or communications team as needed.</li> <li>• Sponsor Webinars and other low-cost training for campus leaders.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Provide support for the Centennial Celebration in 2011.</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in planning and marketing committees and assist communications and PR needs.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Produce Fresno State Magazine to keep the extended university family informed and engaged in campus life.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce editions in fall and spring in print and Web formats.</li> </ul>	

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<b>News</b>	<ul style="list-style-type: none"> <li>• Keep university community informed about campus initiatives and events.</li> <li>• Provide proper response to major news events on campus as evaluated through news story analysis.</li> <li>• Successful placement of campus stories with national and regional media, as well as local outlets, which advance the strategic goals of the university.</li> <li>• FresnoStateNews.com will continue to be recognized by the general public and the news media as an authoritative source for campus information.</li> </ul>	<ul style="list-style-type: none"> <li>• FresnoStateNews.com and University Journal (published monthly during the fall and spring semesters) provide internal communications.</li> <li>• Coordinate major events.</li> <li>• Place news stories with local, regional and national news outlets on at least weekly basis.</li> <li>• Update daily FresnoStateNews.com and UComm Twitter and Facebook pages.</li> </ul>	<ul style="list-style-type: none"> <li>• Staff reductions impact ability to service campus and communicate with various publics.</li> </ul>
<b>Communications and Marketing</b>	<ul style="list-style-type: none"> <li>• Assist in developing Integrated Marketing plan and implementing it across the university.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue leadership role in Integrated Marketing Council to ensure major campus publications and marketing tools in athletics, auxiliary operations, student outreach, alumni and other areas are consistent with the Integrated Marketing Plan.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Continuing resolution of ongoing campus-wide branding issues, including campus naming, logo and graphic identification, website design consistency, consistency of student outreach materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that the "Powering the New California" theme is used as the university's message through 2012.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Work collaboratively with other campus units on messaging.</li> </ul>	<ul style="list-style-type: none"> <li>• Intervene to reposition campus unit messaging that is not aligned with our brand.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Expand use of photography and video in UC communication products.</li> </ul>	<ul style="list-style-type: none"> <li>• Assign newly transferred TLT staff to projects.</li> </ul>	(continued)

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<b>Communications Support for Comprehensive Campaign</b>	<ul style="list-style-type: none"> <li>Develop printed, multimedia and other projects as outlined in the campaign communications plan and as needed to meet fundraising proposals and other needs.</li> </ul>	<ul style="list-style-type: none"> <li>Complete funding proposals in support of development directors.</li> </ul>	
	<ul style="list-style-type: none"> <li>Provide communications support for major initiatives, including the campus call center and annual fund.</li> </ul>	<ul style="list-style-type: none"> <li>Provide public relations support for key initiatives of development staff, including speeches, call scripts, publications and multimedia productions.</li> </ul>	
	<ul style="list-style-type: none"> <li>Institutionalize the development of strategies and materials on campus.</li> </ul>	<ul style="list-style-type: none"> <li>Develop communications strategies to ensure campaign remains high profile and keeps its message on deeds over dollars.</li> <li>Spotlight the campaign's priority projects.</li> <li>Update campaign Web site and related materials to keep messaging fresh.</li> </ul>	<ul style="list-style-type: none"> <li>Resources are very limited. Anticipate no paid media with the campaign message.</li> </ul>
	<ul style="list-style-type: none"> <li>Integrate Centennial messaging with campaign messaging and activities.</li> </ul>	<ul style="list-style-type: none"> <li>Provide communications and marketing support for Centennial staff.</li> <li>Integrate campaign messaging into Centennial activities.</li> </ul>	<ul style="list-style-type: none"> <li>Only through collaborative efforts will the campaign message not be drowned out by the Centennial.</li> </ul>
	<ul style="list-style-type: none"> <li>Provide communications support to campaign leaders and volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>Develop materials and methods to assist volunteers in their campaign efforts.</li> <li>Participate in meetings and activities with volunteers to provide campaign communications and marketing support.</li> </ul>	<ul style="list-style-type: none"> <li>Projects will get backlogged with only one person producing campaign materials.</li> </ul>

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<b>Publications/ Web Services</b>	<ul style="list-style-type: none"> <li>• Produce this year’s revision of the University Catalog and review its accuracy and appropriateness with Academic Affairs.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce the Fresno State Catalog, both in printed and Web format per the Academic Calendar.</li> </ul>	<ul style="list-style-type: none"> <li>• We will eliminate the little-used CD version of the Catalog, saving the university approx. \$1000.</li> </ul>
	<ul style="list-style-type: none"> <li>• Produce university program brochures and other annual publications, such as commencement materials, which advance program goals of academic and administrative units of the university.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce campus publications as needed.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Provide design support and control for university publications to ensure consistency of branding and university marketing across the various enterprises of the university.</li> </ul>	<ul style="list-style-type: none"> <li>• Review campus publications for design standards.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Design and print the 2010-2011 and 2011-2012 Provost’s Calendar. The 2010-2011 calendar will highlight the academic excellence of the institution as related to our Centennial Celebration. The focus of the 2011-2012 calendar will be the Comprehensive Campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce the Provost’s Calendar for distribution at the beginning of the 2010 and 2011 fall semesters.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Expand visibility of revised Standards for Graphics and Communications and introduce new Web graphics and architecture standards, policies and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Publicize updated manual through Web, print and personal contact with campus designers and other interested individuals. Continue periodic Bulletin Board reminders.</li> </ul>	
<b>Revision of the campus Web presence</b>	<ul style="list-style-type: none"> <li>• Launch new university Website and standards.</li> </ul>	<ul style="list-style-type: none"> <li>• Lead campuswide Web redesign effort.</li> </ul>	<ul style="list-style-type: none"> <li>• This is a team project across the university and depends on continued support of the Web Services Advisory Board.</li> </ul> <p style="text-align: right;">(continued)</p>

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<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Engage students and alumni in dialogue via social channels and provide assistance.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a measurement design to establish benchmarks to assess the success of Fresno State’s social media program over time.</li> </ul>	<ul style="list-style-type: none"> <li>• Very limited budget for paid monitoring tools; use of free tools is time intensive.</li> </ul>
	<ul style="list-style-type: none"> <li>• Increase student and alumni awareness of campus activities and accomplishments.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote main social media accounts (Facebook, Twitter, and You Tube) to increase follower count, interactions and visits</li> <li>• Emphasize academic activities on campus</li> <li>• Use engaging multimedia that can be shared virally.</li> </ul>	<ul style="list-style-type: none"> <li>• Social media director spends about 20 hours per month on Alumni Association assistance.</li> </ul>
	<ul style="list-style-type: none"> <li>• Monitor blogs and social media platforms to better understand Fresno State’s perception online and to respond proactively to possible public relations issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage students and alumni to ask questions and give feedback in a timely manner</li> <li>• Respond proactively to students and alumni using social media as customer service tool by monitoring conversations online.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Equip social media community managers of niche communities on campus with the knowledge to be effective in using social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Consult and assist social media community managers through email dialogue, presentations and one-on-one training.</li> <li>• Develop strategies for emerging new social media platforms.</li> </ul>	
<b>Advocacy and Governmental Relations</b>	<ul style="list-style-type: none"> <li>• Assist Vice President for Advancement in activities and initiatives, as needed.</li> </ul>		