

Joint Office of Strategic Communications and Marketing

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System

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Finding our collective Mizzou voice

How to determine our communication goals.

- What are the goals of the University?
- How can communications and marketing assist in those goals?

Finding our collective Mizzou voice

How to determine strategy?

- What do we want known about Mizzou and by whom?
- How do we all contribute to telling that story

Finding our collective Mizzou voice

There are thousands of stories to tell through all of our platforms.
We look for those stories that contribute to Mizzou's single voice.
That is the only way we will be heard.



Functions of Central Communications

- Executive communications
- Media relations/Issues management
- Social media
- Support distributed communications team
- Internal communications
- Visual/multimedia production
- Web communications
- Marketing
- Emergency messaging

Contact us when:

- You have good news for the University to share
- You have potential bad news
- You need strategic advice for internal, public communications, social media, marketing events or brand and trademark questions
- You have feedback on institutional communications

What we're looking to promote

- Examples of great work and great scholarship
- Fun visuals and personal stories
- Interesting Mizzou people to highlight
- Examples that align with our key messages

Some priority messages

- University *for* Missouri
- Research vision/quality of scholarship in a great variety of disciplines
- Student affordability
- Commitment to inclusivity
- Open for business/change

Designing the central communications office

1. Evaluate needs of the whole
2. Evaluate needs of each partner
3. Build in partnership

JOSCM's goals

- Shift national reputation
- Drive enrollment
- Tell our story better
- Work closer with communicators throughout Mizzou
- Work closer with communicators at all four universities

Shift national reputation

- Build proof-based new story
- Build a national media strategy
- Social media campaigns
- Higher education strategy
- Build leadership brands
- Engage all communicators
- Shift narrative from 2015

Drive enrollment marketing

- 160over90 marketing, year 2
- Build in-house marketing team
- Improve website

Tell our story better

- Not storytelling for storytelling sake: What does it say about Mizzou?
- Show the human experience
- Show relevance
- Create/improve delivery channels to key audiences
- Multimedia elements are essential
- Create plans for internal/external communications using relevant channels

What's coming:

- Recruiting
- Publication review, improvement and development plan for Mizzou and UM System
- Narrative shift planning
- Leadership brand planning
- 160/90 work on enrollment
- TPMC tool kit development
- RFP for new app
- Formation of task forces
- News websites
- Social media collaboration, planning
- Institutional messaging packets
- New homepage, gateway pages
- News channel to tell our own stories

Questions?