

UF

100 Day Leadership Strategy

FACULTY SENATE

*Nancy E. Paton, Vice President
Strategic Communications and Marketing
January 24, 2019*



PHASE 1: LISTEN, LEARN AND REINFORCE

October 1 – December 1

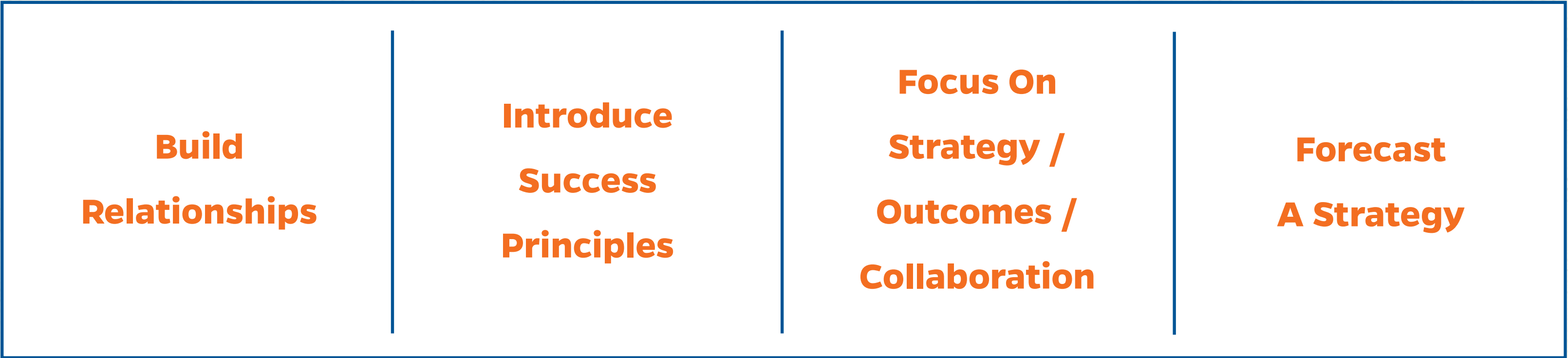
**PHASE 2: LISTEN, LEARN, IMMERSE AND
IDENTIFY ORGANIZATIONAL NEEDS**

December 2 – February 1

PHASE 3: STRATEGIC PLAN DEVELOPMENT

February 2 – March 31

STRATEGIC PLAN DEVELOPMENT



PHASE 1: LISTEN, LEARN AND REINFORCE

October 1 – December 1

Meet with university leadership groups and individual members including:

- Individual cabinet members (19)
- Deans (17)
- Provost's leadership team (4)
- Government Relations (6)
- Strategic Communications & Marketing leadership team (5)
- Strategic Communications & Marketing individual team members (17)
- University senior communicators (19)
- Communications teams in each decentralized unit and major university entities, e.g., Advancement (23), Athletics (18), IFAS (37), UF Health (90)
- Other key constituencies

October 1 – December 1

Engage key stakeholders — internal and external:

- Board of Trustees members
- State University System of Florida Office of Public Affairs
- Editors/publishers of Florida’s major news outlets
- Peer group networks, e.g., SEC Communicators Association

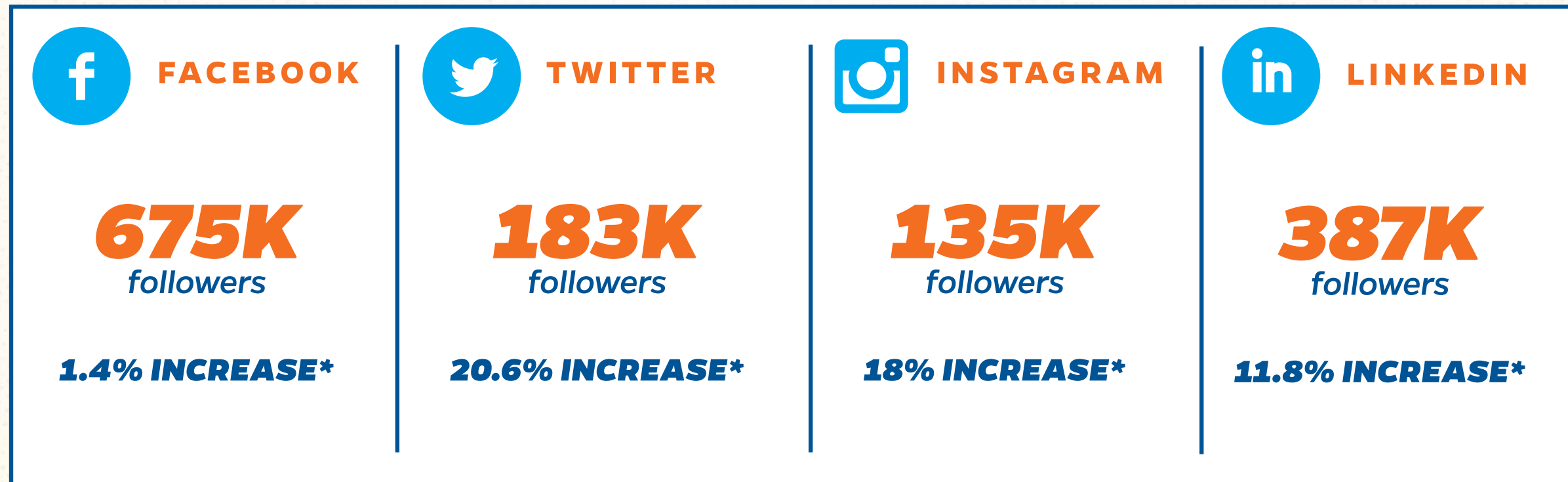
- Emerging themes:
- One UF is very present as is the drive to Top Five or Rise to Five — the terms many use to reference the strategy
 - Communications and marketing leadership have overwhelmingly expressed desire and need for collaboration and leadership from VP role
 - "Want to be known north of Valdosta" — It is thought that those outside of the university community and Gainesville are not aware of the breadth and quality of the university
 - Creating national and international media opportunities for faculty is critical

Emerging themes:

- Overwhelming desire for more integrated relationships between the University and decentralized communicators and marketers
- Expressed need for process improvement in our communications/marketing strategies and channels
- Internal communications throughout UF cited as important to drive University engagement and understanding of University initiatives and imperatives
- Opportunity and expressed strategic importance of strengthening University's brand recognition as an academic and research powerhouse through determining what makes us distinctive against top five peers. Positioning the University nationally is deemed by all to be paramount

PARTNERING WITH UF FACULTY FOR SUCCESS

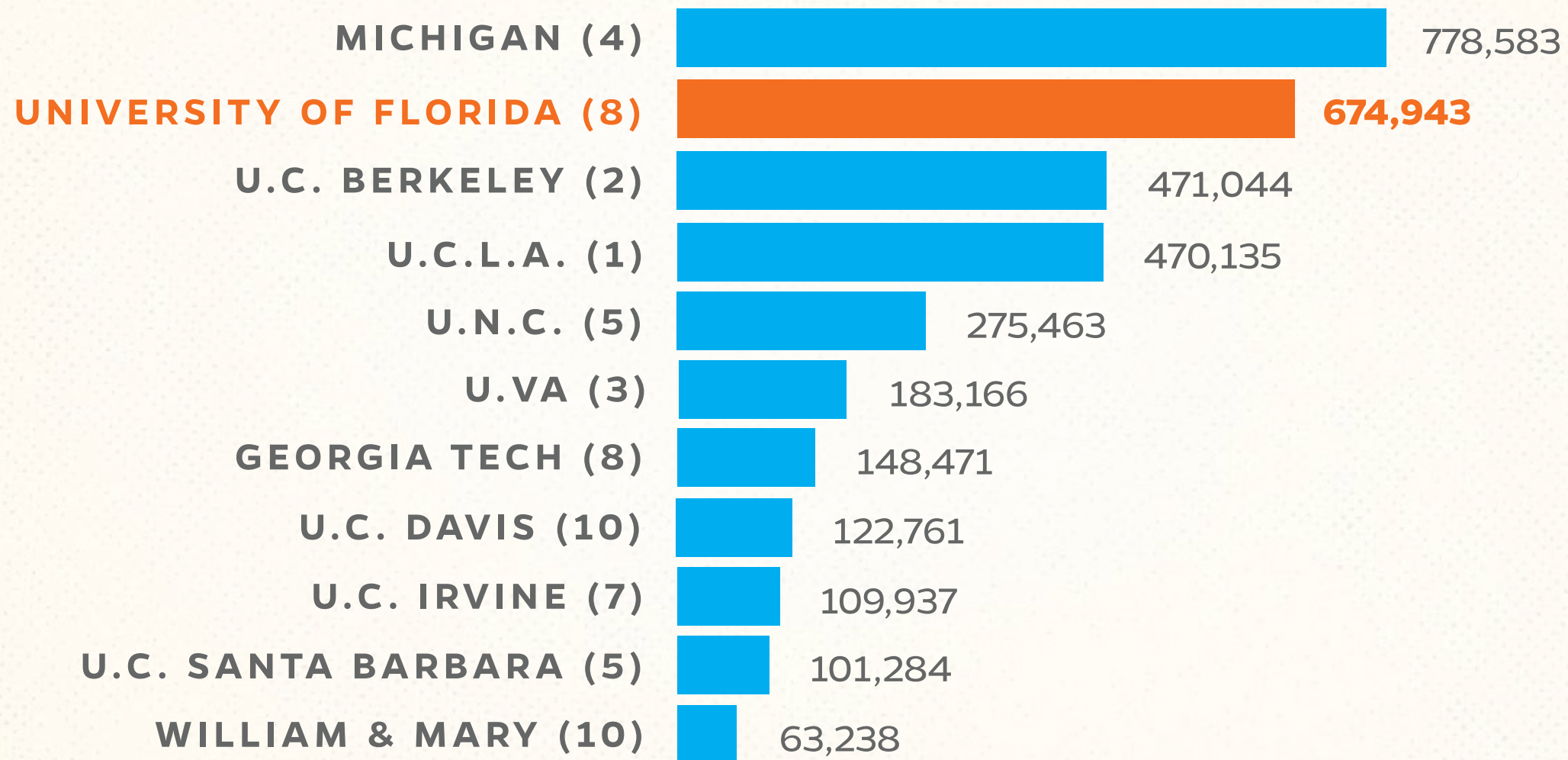
**INTEREST AND INVOLVEMENT IN UF INCREASING
ON SOCIAL MEDIA CHANNELS**



*Increase from May 2017 to August 2018 (16 months)



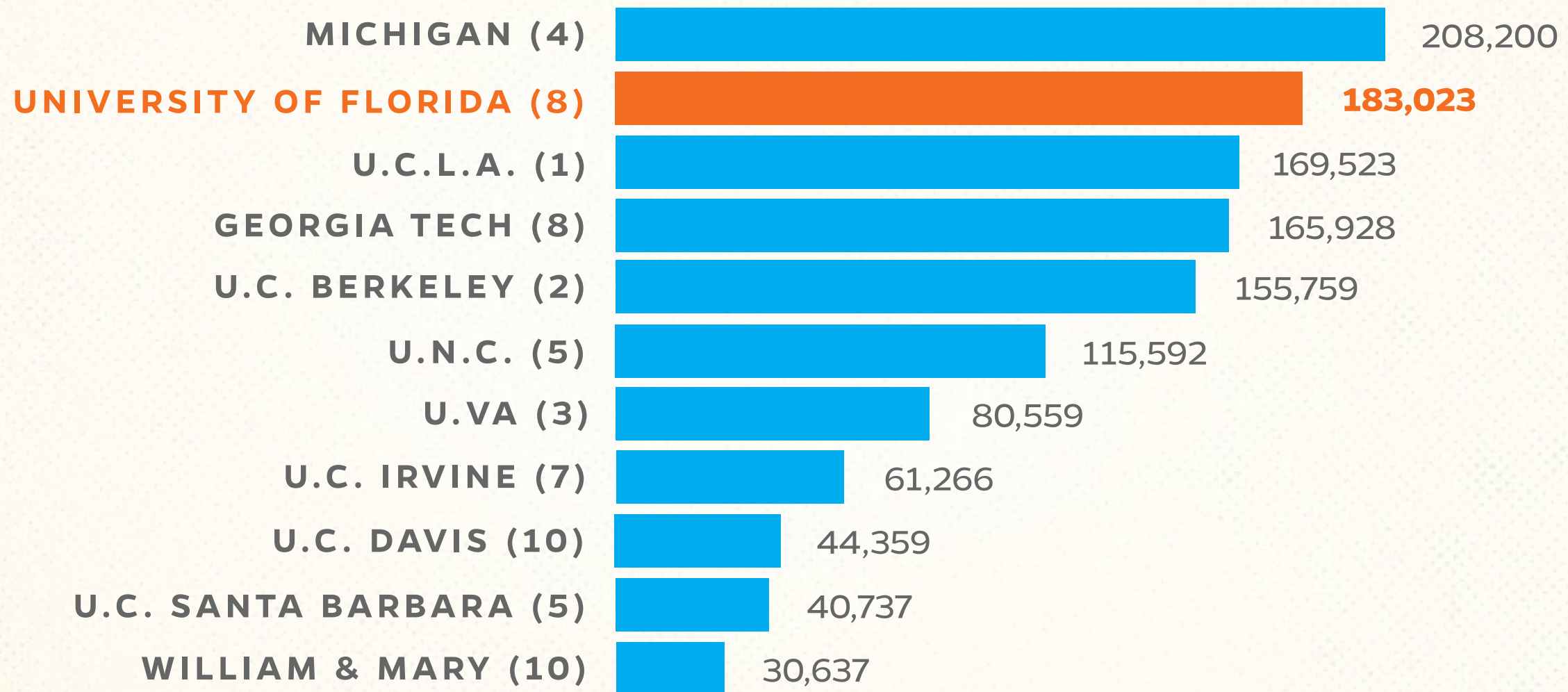
UF IS A TOP NATIONAL PERFORMER ON FACEBOOK



Compared to U.S. News & World Report, *Top 10 Peers*
Source: November 2018 | Facebook



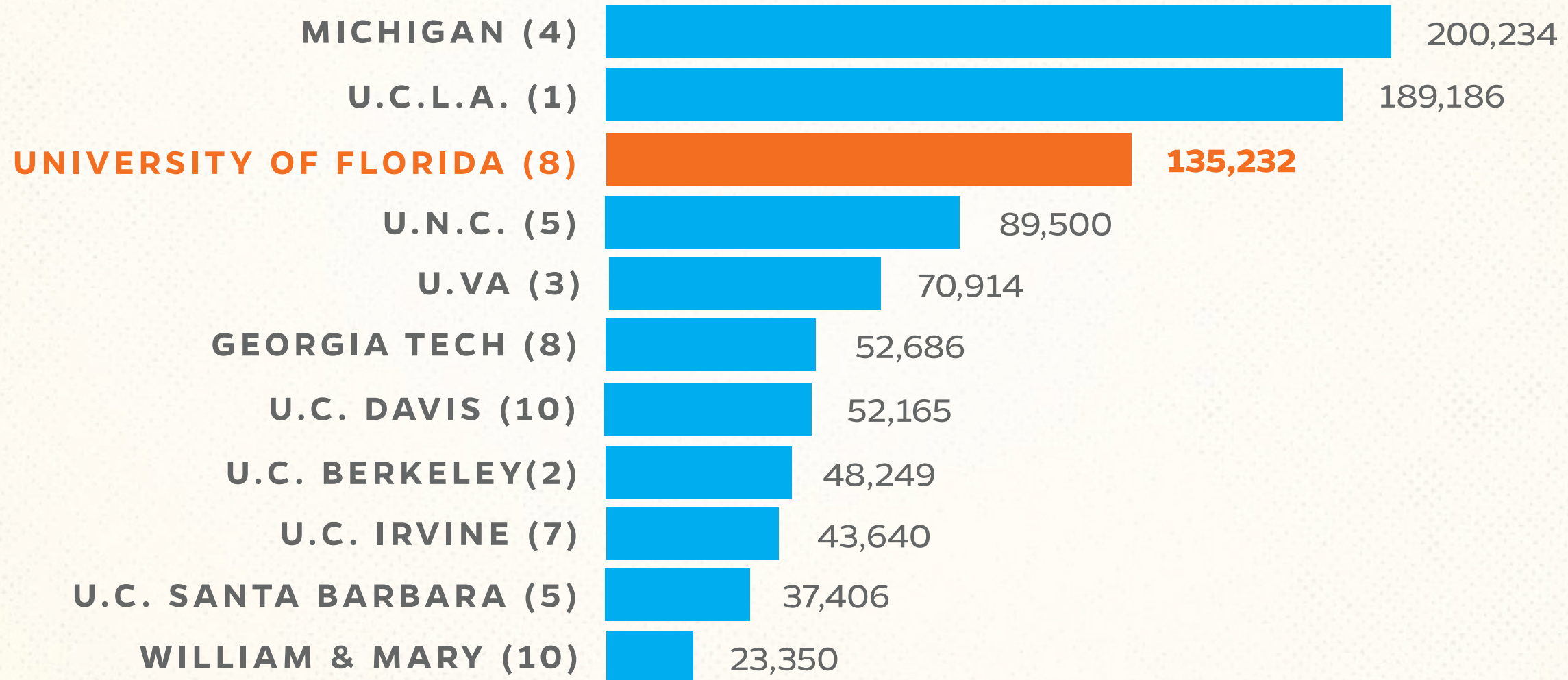
TWITTER ENGAGEMENT RANKS HIGH NATIONALLY



Compared to U.S. News & World Report, *Top 10 Peers*
Source: November 2018 | Twitter



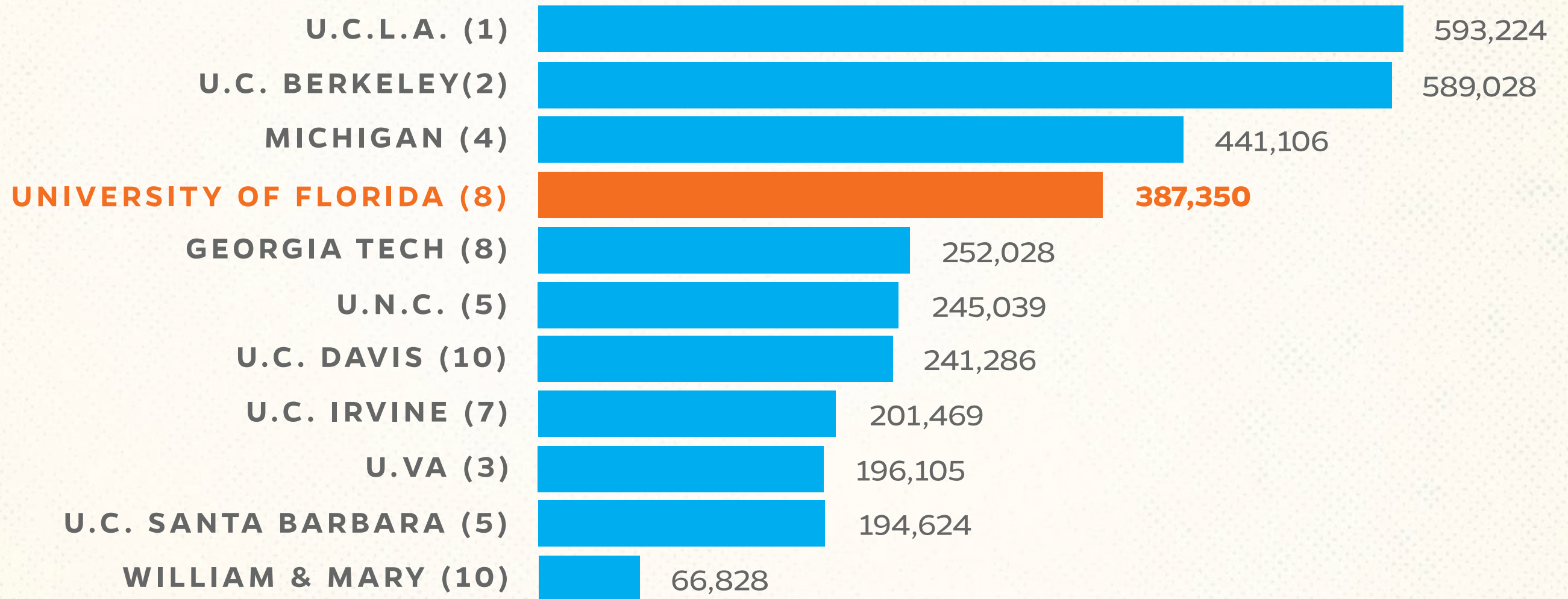
INSTAGRAM CONNECTS UNIVERSITIES WITH STUDENTS AND YOUNG ALUMNI



Compared to U.S. News & World Report, *Top 10 Peers*
Source: November 2018 | Instagram

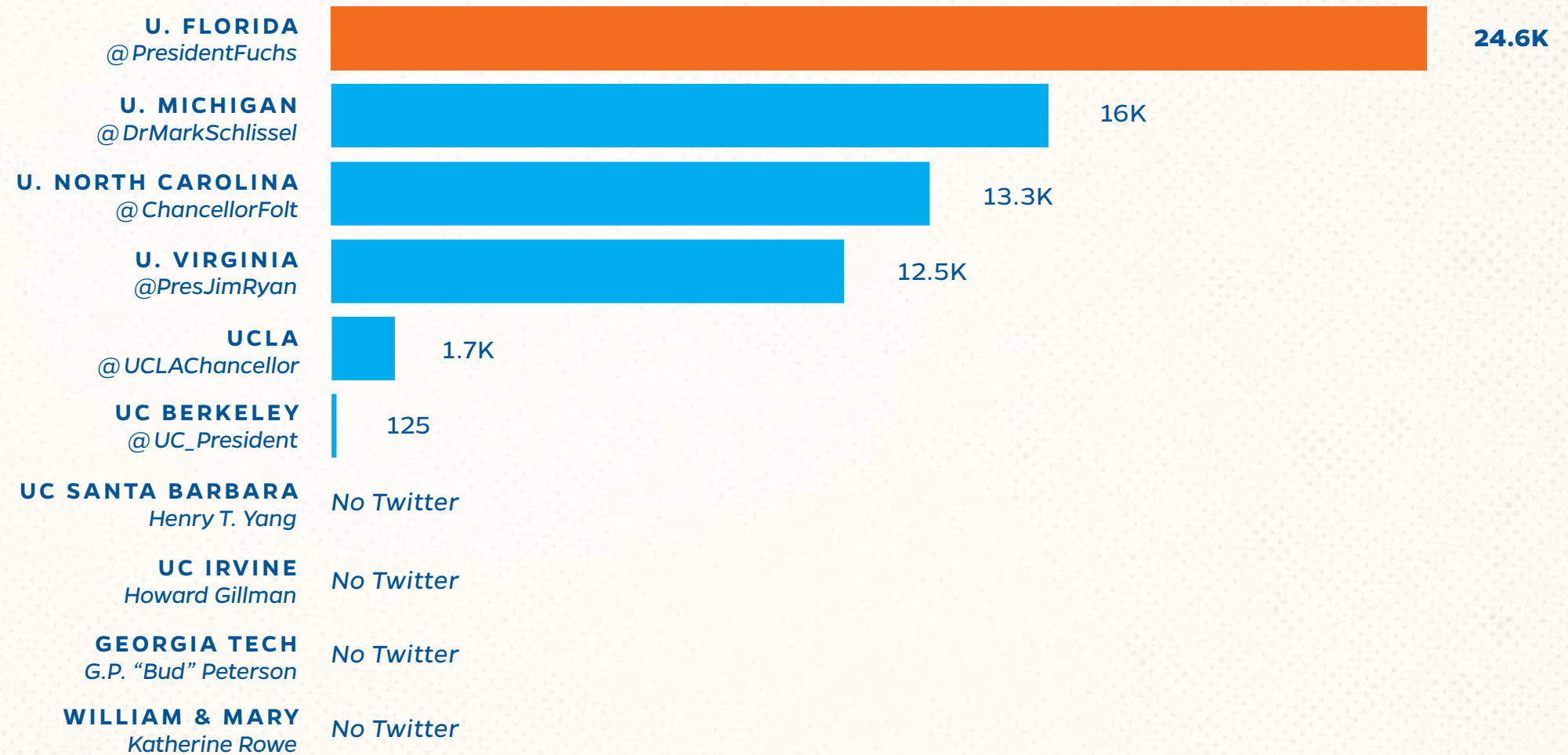


LINKEDIN PROVIDES CRITICAL CHANNEL FOR FACULTY RECRUITMENT



Compared to U.S. News & World Report, *Top 10 Peers*
Source: November 2018 | LinkedIn

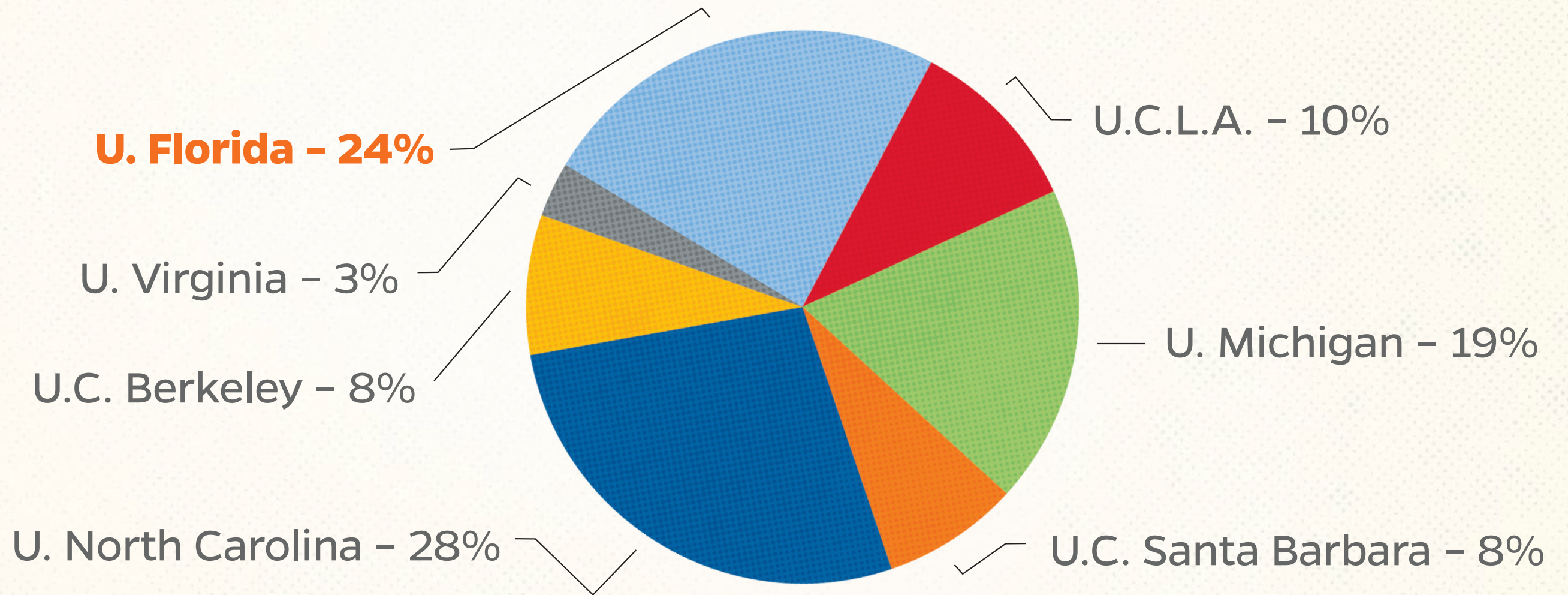
PRESIDENT FUCHS' THOUGHT LEADERSHIP IN HIGHER EDUCATION



Compared to U.S. News & World Report, *Top 10 Peers*
Source: Twitter

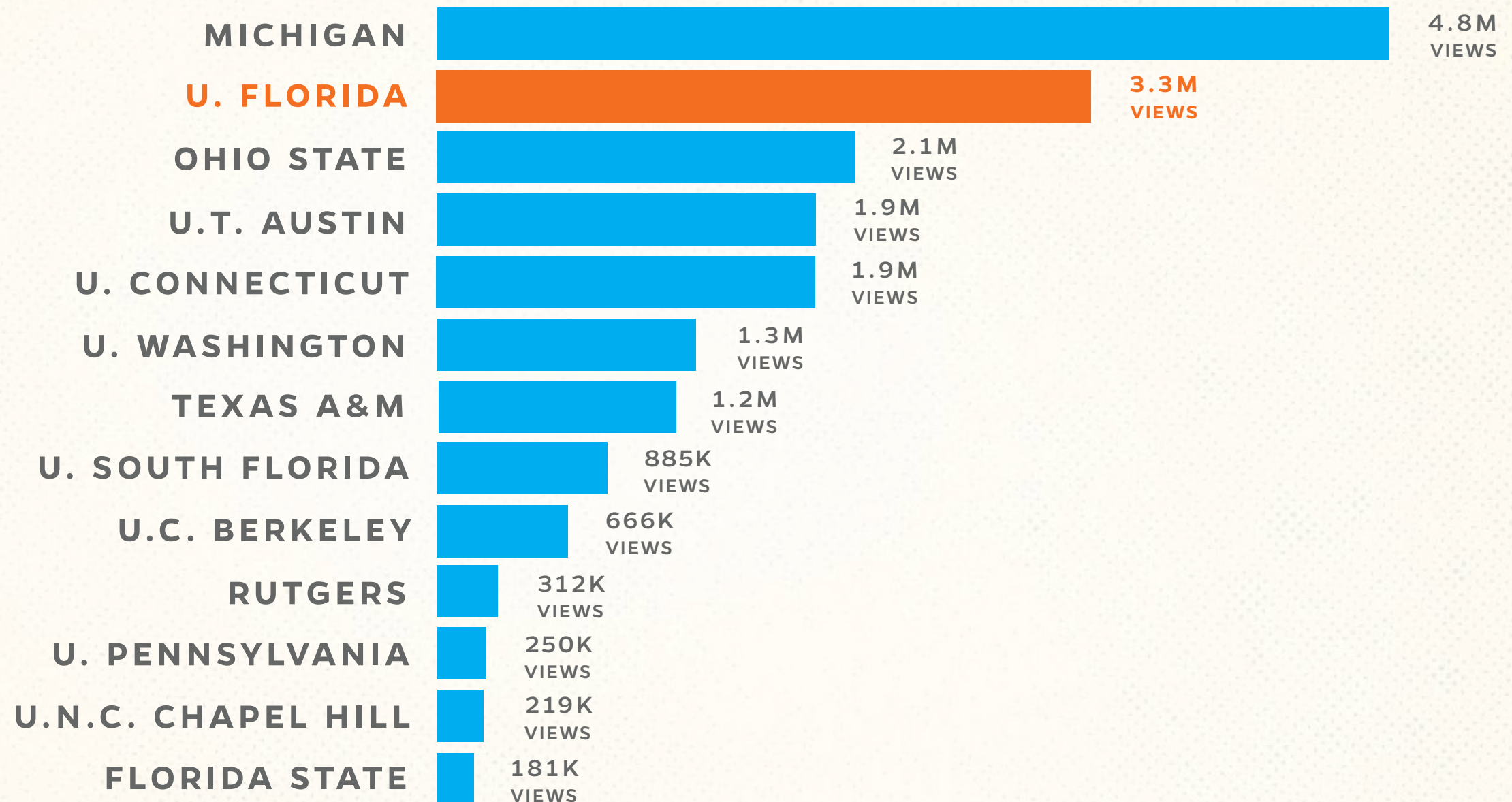
FACULTY EXPERTS FEATURED IN MAJOR NATIONAL NEWS OUTLETS

Faculty expertise is regularly featured in top news including: Washington Post, New York Times, Wall Street Journal, USA Today and Associated Press.



FACULTY EXPERTS EMERGING AS NATIONAL THOUGHT LEADERS

The Conversation is an important national news outlet for higher education research institutions. Media outlets republish this content (For example, BBC News has logged 212,000 reads of UF-generated content).



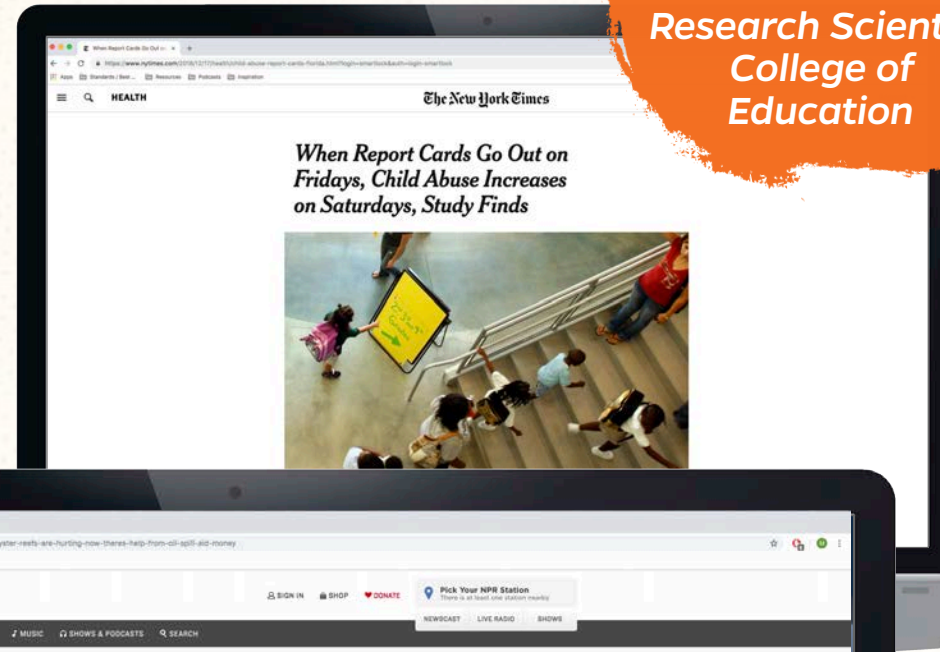
Earned Media



Recent national news coverage for UF faculty:

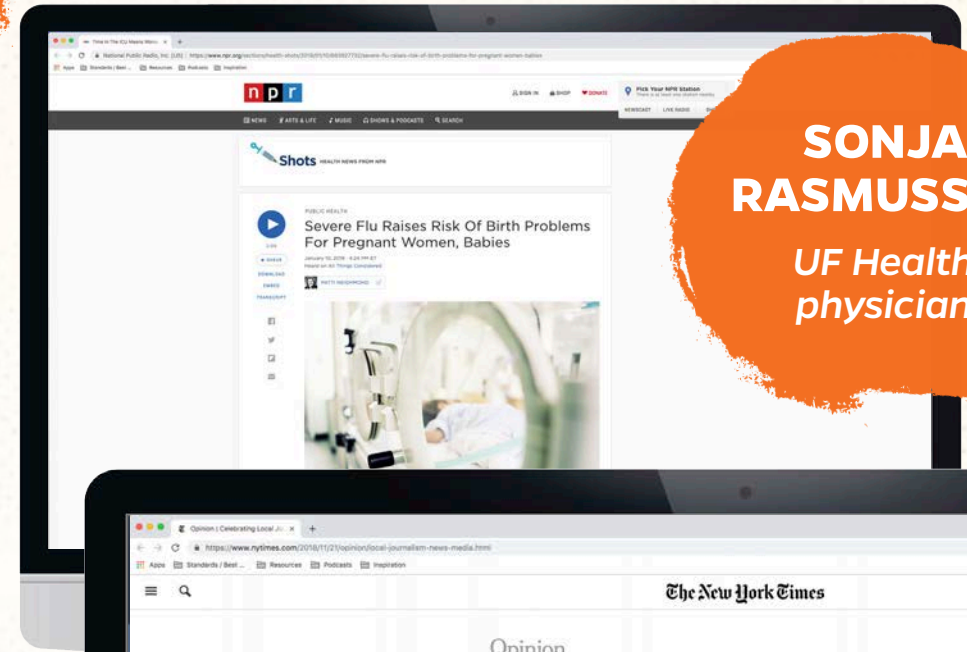
MELISSA BRIGHT

*Research Scientist,
College of Education*

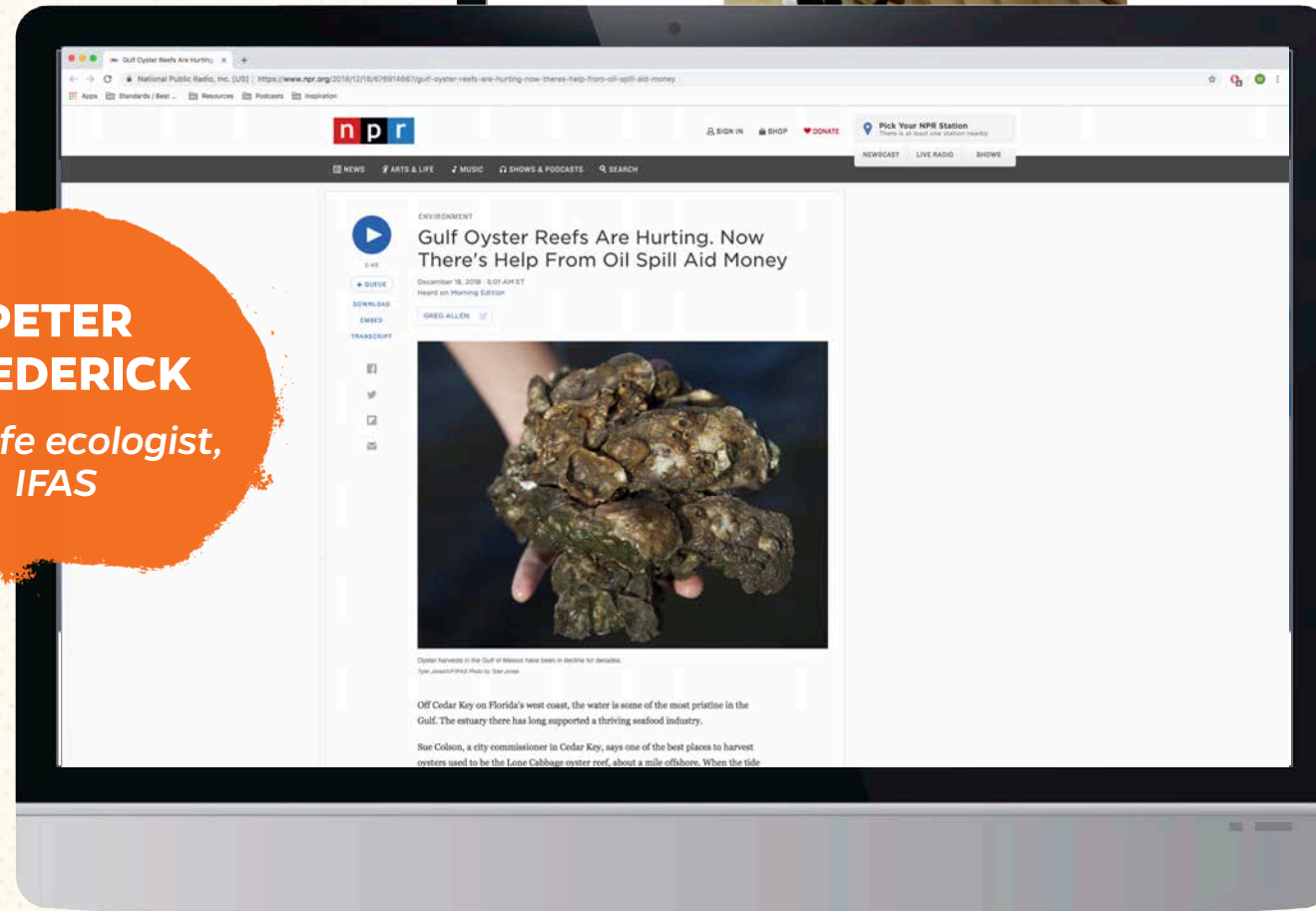


SONJA RASMUSSEN

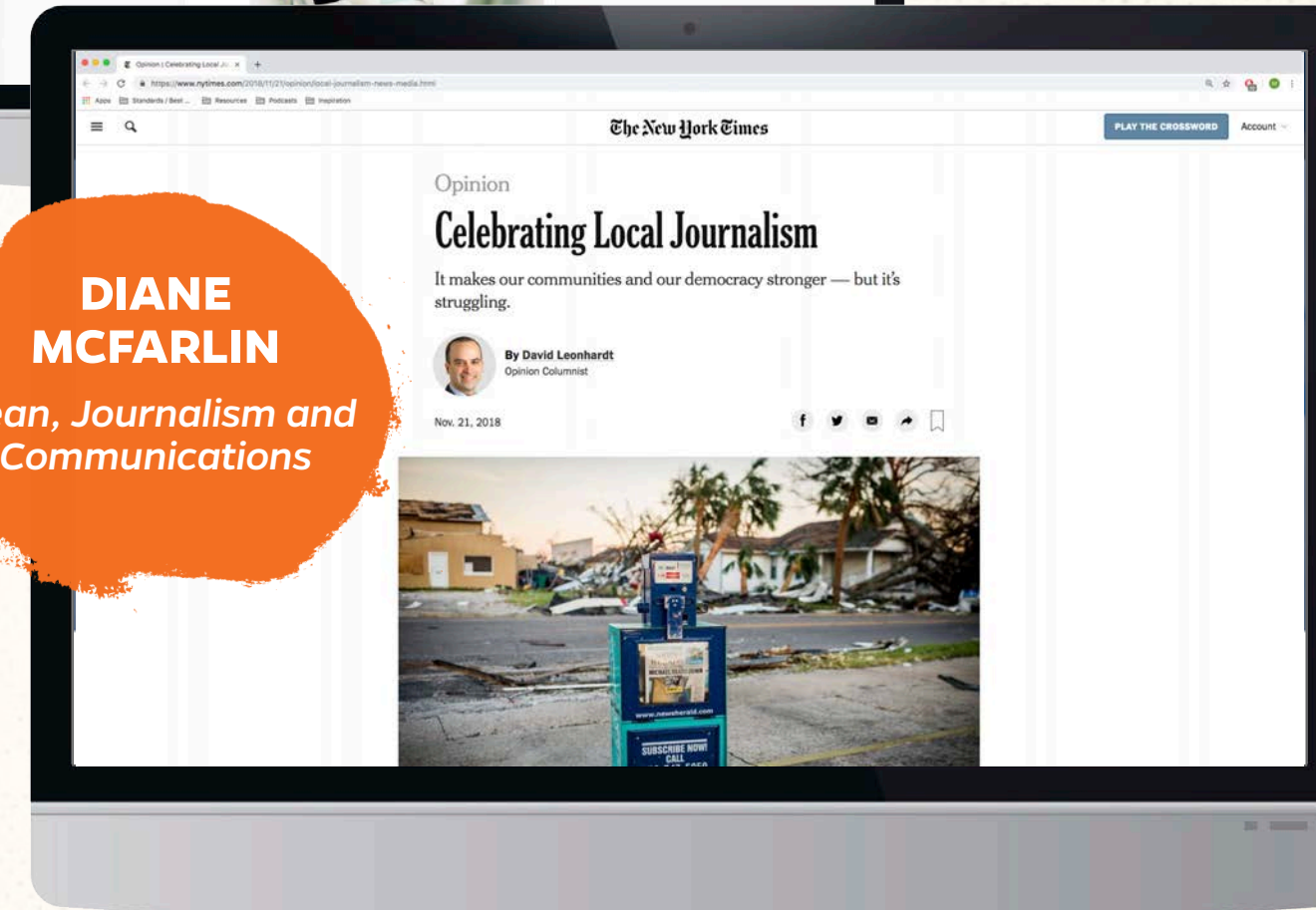
*UF Health
physician*



PETER FREDERICK
*Wildlife ecologist,
IFAS*



DIANE MCFARLIN
*Dean, Journalism and
Communications*





UF CYBERSECURITY DEVICE GARNERS NATIONAL ATTENTION

- UF researcher Patrick Traynor and NYPD field-tested Traynor's device to detect credit card skimmers in all five N.Y.C. boroughs.
- In partnership, UF and NYPD invited the Associated Press to release the news for increased coverage.
- National partners included:
 - › NYPD (569K followers)
 - › AP South US Region (14.6K followers)
 - › AAU (11.8K followers)
- National media hits included:
 - › New York Post
 - › Atlanta Journal Constitution
 - › CBS NY
 - › U.S. News & World Report
 - › Fox NY



- Faculty Outreach:
- Working with your unit/college communicators
 - The Conversation
 - Media training

STEVE ORLANDO

National Media Strategist

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