100 Day Leadership Strategy

FACULTY SENATE

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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

- Build Relationships
- Introduce Success Principles
- Focus On Strategy / Outcomes / Collaboration
- Forecast A Strategy
PHASE 1: LISTEN, LEARN AND REINFORCE
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

FACEBOOK
675K followers
1.4% INCREASE*

TWITTER
183K followers
20.6% INCREASE*

INSTAGRAM
135K followers
18% INCREASE*

LINKEDIN
387K followers
11.8% INCREASE*

*Increase from May 2017 to August 2018 (16 months)
UF IS A TOP NATIONAL PERFORMER ON FACEBOOK

- UNIVERSITY OF FLORIDA (8): 674,943
- MICHIGAN (4): 778,583
- U.C. BERKELEY (2): 471,044
- U.C.L.A. (1): 470,135
- U.N.C. (5): 275,463
- U.V.A (3): 183,166
- GEORGIA TECH (8): 148,471
- U.C. DAVIS (10): 122,761
- U.C. IRVINE (7): 109,937
- U.C. SANTA BARBARA (5): 101,284
- WILLIAM & MARY (10): 63,238

Compared to U.S. News & World Report, Top 10 Peers
Source: November 2018 | Facebook
TWITTER ENGAGEMENT RANKS HIGH NATIONALLY

- Michigan (4) - 208,200
- University of Florida (8) - 183,023
- U.C. L.A. (1) - 169,523
- Georgia Tech (8) - 165,928
- U.C. Berkeley (2) - 155,759
- U.N.C. (5) - 115,592
- U.V.A (3) - 80,559
- U.C. Irvine (7) - 61,266
- U.C. Davis (10) - 44,359
- U.C. Santa Barbara (5) - 40,737
- William & Mary (10) - 30,637

Compared to U.S. News & World Report, Top 10 Peers
Source: November 2018 | Twitter
### INSTAGRAM CONNECTS UNIVERSITIES WITH STUDENTS AND YOUNG ALUMNI

<table>
<thead>
<tr>
<th>University</th>
<th>Owned Media</th>
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<tbody>
<tr>
<td>MICHIGAN (4)</td>
<td>200,234</td>
</tr>
<tr>
<td>U.C.L.A. (1)</td>
<td>189,186</td>
</tr>
<tr>
<td>UNIVERSITY OF FLORIDA (8)</td>
<td>135,232</td>
</tr>
<tr>
<td>U.N.C. (5)</td>
<td>89,500</td>
</tr>
<tr>
<td>U.V.A (3)</td>
<td>70,914</td>
</tr>
<tr>
<td>GEORGIA TECH (8)</td>
<td>52,686</td>
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<tr>
<td>U.C. DAVIS (10)</td>
<td>52,165</td>
</tr>
<tr>
<td>U.C. BERKELEY (2)</td>
<td>48,249</td>
</tr>
<tr>
<td>U.C. IRVINE (7)</td>
<td>43,640</td>
</tr>
<tr>
<td>U.C. SANTA BARBARA (5)</td>
<td>37,406</td>
</tr>
<tr>
<td>WILLIAM &amp; MARY (10)</td>
<td>23,350</td>
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Compared to U.S. News & World Report, Top 10 Peers
Source: November 2018 | Instagram
LINKEDIN PROVIDES CRITICAL CHANNEL FOR FACULTY RECRUITMENT

- U.C.L.A. (1) 593,224
- U.C. BERKELEY (2) 589,028
- MICHIGAN (4) 441,106
- UNIVERSITY OF FLORIDA (8) 387,350
- GEORGIA TECH (8) 252,028
- U.N.C. (5) 245,039
- U.C. DAVIS (10) 241,286
- U.C. IRVINE (7) 201,469
- U.VA (3) 196,105
- U.C. SANTA BARBARA (5) 194,624
- WILLIAM & MARY (10) 66,828

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

SONJA RASMUSSEN
UF Health physician

MELISSA BRIGHT
Research Scientist, College of Education

DIANE MCFARLIN
Dean, Journalism and Communications

PETER FREDERICK
Wildlife ecologist, IFAS
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
Earned Media

Faculty Outreach:

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

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