Agenda

1. Introductions
2. State of the Sessions
3. Creating a Media Plan
4. Roundtable
State of the Sessions

Sent to 70 people – 22 people responded (31 percent)

- 100 percent of the responding attendees said the sessions were relevant and useful to their needs

- 66 percent of the attendees thought their questions were answered very well or extremely well
Summer Survey

• 40 percent of attendees had a somewhat better or much better experience than they expected.

• 40 percent said it was about what they expected

• 68 percent of the attendees said they are very or extremely likely to attend another session.
We’re listening
The Year Ahead

Fall 2014

• Sept. 3 — Creating a successful media/marketing plan (Scott)

• Oct. 1 — Showcase of redesigned UC Merced website, Drupal updates

• Nov. 5 — Creating engaging presentations with Prezi (Jürgen)

• Dec. 3 — Cover crash courses and tips and tricks for InDesign and Photoshop (Veronica)
The Year Ahead

Spring 2015

• Jan. 7 — Best practices across campus (Brenda)

• Feb. 4 — Photoshop/Camera Raw tips and tricks session, general photography (Veronica)

• March 4 — Graphic design for digital signage (Jennifer Biancucci)

• April 1 — Communicating at different levels/for various audiences (Donna)

• May 6 — Apps and web services to help you work
and Web Brown Bags in late fall
Submit questions!
How to be News

Creating a media plan
Sept. 3, 2014
What is a plan?
A set of assigned tasks with deadlines to achieve a specific goal.
Why write a plan?
Writing is thinking.
What is your goal?*

* and is it reasonable?

- Media coverage?
- Strong attendance?
- Internal awareness?
- Impress your boss
Who are you trying to reach?

- General audience
- Faculty
- Students
- Staff
What is your event?

• Is there a story that transcends it?
• Is it open or closed?
• Who can speak? Any groups that can amplify?
• Should coverage be before or after the event?
Spendlove Prize

• Annual award that honors an individual who exemplifies the delivery of social justice, diplomacy and tolerance in his or her work

• Guest list only

• Invitations, handbills

• Internal awareness and media coverage

• Press release on UC Merced website, social media, media advisory, media availability
Smoke-free campus

• Internal awareness, Jan. 1 policy change

• Campus emails, slogan contest, signage, robust website for different audiences.
Tools
Electronic bulletin boards

Websites

Social media

Events calendar

Student newspaper

Posters, banners, fliers

Word of mouth

Happenings
Off-campus?
Next month:
Redesigned UC Merced website