The College of Arts and Sciences
Office of Media and Communication

The College of Arts and Sciences’ Office of Media and Communication (OMC) assists in promoting news, events, and accomplishments involving our faculty, staff, students, alumni, and other partners; provides leadership and assistance on all college-level marketing and public relations efforts; and creates, edits, and manages a variety of college and institutional publications. We also edit, manage, and produce two peer-reviewed journals (700–800 pages published annually).

OMC supports the main administrative offices of the College of Arts and Sciences (A&S)—and, through them, the departments and programs that comprise A&S—via traditional, digital, and social media, and serves as a resource for departments within the college on matters related to marketing, public relations, and related communication efforts. In addition, the OMC conducts regular reviews of departmental websites and provides advice to departments on matters pertaining to website maintenance. The OMC serves as a locus and conduit for managing college-related news, promotional efforts, marketing, and public relations efforts.

General
- Promote faculty, staff, student, alumni, and partner accomplishments.
- Provide marketing-related support such as training to various A&S offices and departments.
- Create marketing materials needed for A&S initiatives.
- Maintain the web sites and media that market A&S.
- Develop new and improve existing College-level marketing projects and materials.
**Promote**

- Promote accomplishments of A&S faculty, staff, students, alumni, and community partners.
- Circulate A&S news to campus and beyond.
- Promote A&S events via traditional, digital, and social media.
- Promote A&S development efforts.
- Promote projects that improve general morale.

**Create**

- Support A&S College-level marketing and media needs.
  - Marketing materials, social media, press releases, etc.
- Create media for assigned A&S projects and initiatives.
- Rebrand and rework A&S media as necessary.
- Develop College-level student resources, both print and digital.

**Maintain**

- Media and calendar sites.
- Continually review web and electronic other resources.
- Social media official accounts.
- Facilitate promotions of A&S events, programs, awards, and more to IPFW CCO and beyond.

**Support**

- Provide technical assistance to faculty and staff on:
  - Web / DotCMS
  - Departmental/program marketing initiatives
  - Social media
- Support A&S office marketing and media needs.
  - Marketing materials, social media, press releases.
- Provide event and marketing support to A&S departments as assigned.
Appendix A
2016-17 Initiatives and Goals

- Launch *Endeavors* (*Collegium* replacement site and publication)
  - WordPress site to become main online news and events portal for A&S
    - Monthly email news overview will replace *Collegium*
    - *Endeavors* blog will be a multimedia site
      - Faculty, staff, students, alumni, and community partners will be encouraged to contribute and create content.
      - Promote work created in house as well as in departments, by students, in external media, and other news sources.
    - *Endeavors* will be the College’s flagship publication with an annual traditional print run in April of each academic year
    - OUTCOME: Provide a more flexible conduit for information about news, events, and awards; one that can be incorporated into multiple projects and campaigns; create more shareable content. ASSESSMENT: Feedback, both formal and informal; increase in readership and followers.
- Investigate and report on viability of establishing a college-level *CreateAthon*®
  - 24-hour long community-focused project
  - Using our students’ skills and abilities to provide for local not-for-profits, schools, and similar organizations
  - OUTCOME: If a good fit, A&S establishes such a program at IPFW. ASSESSMENT: Launch a CreateAthon project or close the viability inquiry.
- Launch campaign celebrating research endeavors of our faculty and/or students
  - Physical artifacts: Posters and brown bag lunches or other in-person presentations by those profiled.
  - Digital artifacts: Social media and digital sign board pre-launch campaign (generate excitement) and post-launch promotions providing additional details and promoting presentations and the like.
  - Print and digital campaign will support a web-based site celebrating the accomplishment(s) of individuals and groups.
  - OUTCOME: Such a program is launched in 2017. ASSESSMENT: Feedback, both formal and informal.
- A&S branding initiative – create more cohesive college marketing
  - Creating new-student-focused fliers for all departments/programs
    - Project in process with Marketing
  - Branding the Student Success Center
  - *Endeavors* transition
  - Distinguished Lecturer materials
  - Ensure marketing materials from the College offices cohere in terms of both message and visual elements
    - Help strengthen the College as a collective unit
o OUTCOME: A more intrusive and visually cohesive branding approach at the College level to increase awareness of A&S accomplishments, programs, and more. ASSESSMENT: Feedback from constituents, both formal and informal.

- Investigate how to expand reach and develop contacts
  - Learn how to gather data more effectively
    - SEO optimization and new media trends/marketing training
  - Increase number of releases we compose in-house
  - Reach out directly to external media
  - OUTCOME: Stronger web-based presence and wider consumption of the information provided. ASSESSMENT: Use both extant practices like the annual web review of all A&S pages as well as information about meetings and projects to assess creation of contacts and improvements in the circulation of A&S-related news items.

- Improve communication from/to departments
  - Use inaugural communication plan to open conversations about what we need to consider for the next.
  - Develop a formal tracking system for communication projects and formal or informal marketing conversations/details.
  - OUTCOME: More direct contact with faculty and staff. Track messages/information sent and how it is circulated to the necessary audience(s). ASSESSMENT: Use new tracking system to generate better picture of how information about A&S is used by relevant offices on and off campus.

- Offer training sessions
  - Web best practices brown bags.
  - Media outreach sessions.
  - Ask faculty/staff for input.
  - OUTCOME: Better web pages across the College, fewer issues sent to departments in web reviews, and increase in news released to public. ASSESSMENT: Compare versions of annual web review. Track attendance at sessions and identify how information is put into practice. Send out surveys after each session.

- Strengthen communication ties with IU and Purdue communication offices.
  - OUTCOME: More sharing of stories with news rooms and communication offices at flagship schools. ASSESSMENT: Number of stories published.
Appendix B
Media Resources

**Endeavors (formerly Collegium)**

Launched in late August 2016, Endeavors is a multifaceted, multimedia news resource designed to promote A&S events, accomplishments, programs, and other relevant stories involving our faculty, staff, students, alumni, and community partners. The primary audience is external, especially A&S alumni and community members, but electronic versions are also sent internally. Until 2016, the alumni newsletter (print and electronic) was entitled Collegium. Endeavors will include regular online updates in a blog-style format and an annual print magazine.

**Endeavors online (endeavors.ipfw.edu)**
The Endeavors WordPress site will feature stories about student/faculty/alumni successes, short articles about campus topics relevant to our constituents, information about campus events, our student and faculty video series, and more. Stories will be released as available and remain indefinitely online. A monthly “highlights” email will be sent to A&S alumni as well as campus and community partners.

For submission guidelines of success stories, see item 2.1 in the policy guide. [To view the College of Arts and Sciences Endeavors blog, click here.](#)

**Endeavors Alumni Magazine**

Endeavors will also feature an annual print magazine that will be sent to A&S alumni and other constituents (~8000–8500 addresses) each spring (tentatively set for late April). A request for assistance is pending with IPFW’s marketing office.

Stories in the print edition will feature notable accomplishments and news from College of Arts and Sciences faculty, staff, students, and alumni. Please see section 2.2 in the policy guide for more information on submitting article ideas.

**Facebook**

Facebook is our most active social media resource. As of September 2016, we have 490 “likes,” and posts often reach more than 1,000 people. Our online support has been growing well: from 2014–15 we gained 77 page likes, and from 2015–16 we gained 136 page likes. We publish a variety of posts, including news about or written by College of Arts and Sciences faculty, staff, students, or alumni; department, college, or university-level events; shared posts from university or department Facebook pages, etc. (For information on how to utilize the College of Arts and Sciences Facebook page, see section 1.3 in the policy guide.) [To view the College of Arts and Sciences Facebook page, click here.](#)
Faculty in Focus
Faculty in Focus is a multimedia series about A&S faculty members and their research and/or scholarly projects. We have created 29 videos since its inception in 2012. Each feature consists of a video and accompanying article, designed to highlight the scholarly achievements of our faculty. The features are housed on the IPFW website, but publicized electronically through A&S sites such as Endeavors (formerly Collegium) and our social media pages. To view the Faculty in Focus series, click here.

Flickr
For events or stories with a high number of photos, we use Flickr to share the images. Flickr is a free resource specifically designed for photo sharing, and can be sorted into a single photostream or albums. To view the College of Arts and Sciences Flickr page, click here.

IPFW Communications Office
OMC works directly with the main IPFW Communications Office, the chief communications officer (CCO), and other marketing units across campus. The Communications Office publicizes IPFW faculty, student, and alumni news through avenues such as From the Desk of the Chancellor, Inside IPFW, the “IPFW Campus News Blog,” press releases, the Don Difference series, and more.

When OMC receives information, we communicate and coordinate with the IPFW Communications Office to help promote stories about accomplishments of our faculty, staff, students, alumni, and others.

MailChimp
MailChimp is a free email marketing service that OMC utilizes for various promotions. In 2015, OMC chose MailChimp for marketing our e-zine, Collegium (now Endeavors). We have 2612 subscribers, consisting primarily of A&S alumni, but also including the College of Arts and Sciences advisory board, community partners, donors, faculty, and staff. Although we will no longer be utilizing the MailChimp resource as a newsletter as of August 2016, we will continue to send an email summarizing that month’s Endeavors posts to our subscribers through MailChimp.

Major Factor
Major Factor is a video series aimed at new or undecided students. The conversations are designed to give these students an overview of the breadth of what our students do, highlight notable student achievements, and in some cases, share what our alumni do with their A&S degrees. As of August 2016, we have created and uploaded 48 videos. These
videos are available on our YouTube channel and publicized through multiple electronic, traditional, and social media sites. To view the Major Factor videos, click here.

Twitter
We also passively utilize the social networking service, Twitter, by connecting it with our more popular Facebook page. The College of Arts and Sciences Twitter page currently has 327 followers, primarily consisting of alumni, faculty, staff, and interested community members. To view the College of Arts and Sciences Twitter page, click here.

YouTube
The College of Arts and Sciences has its own YouTube channel where we publish our video series and more. As of August 2016, we have created and uploaded 85 videos, which have collectively had almost 10,000 views, 58 likes, and 90 shares. To view the College of Arts and Sciences YouTube channel, click here.
Appendix C
Audiences

- Campus
- All IPFW faculty and staff
- Students
  - Prospective
  - Admitted
  - Current
  - Transfers
  - Readmits
- A&S Alumni
- Local Community
  - Local Media
  - Business/industry
  - Teachers/advisors
  - Event attendees
  - Donors
  - IPFW alumni
  - Prospective undergrads (& parents)
  - Prospective grad students
- Region
  - Regional equivalents of entities list on community list above
- National & International
  - National and international equivalents of entities on community list above
  - Special IPFW-connected communities