University of Iowa College of Nursing

Strategic Communications Plan

The University of Iowa | College of Nursing

OVERVIEW

As a leading-edge, nationally acclaimed higher education institution, the University of Iowa College of Nursing is committed to developing, administering and maintaining an environment that fosters academic excellence and prepares the next generation of nursing leaders.

By outlining the steps necessary to efficiently and effectively convey information to our key audience members, this comprehensive strategic communications plan will serve to strengthen overall interdepartmental communication and will also enhance external communications with key constituents by conveying the impact the college has on the community, state, nation, and in some instances, the world.

It is imperative that the college's achievements and commitment to academic excellence, research, and lifelong learning are routinely promoted to diverse, key audiences. As a renowned, nationally ranked higher learning institution, the UI College of Nursing is well positioned to attract the best and the brightest. A thorough, well-articulated strategic communications plan will help ensure the college is not only able to attract but retain the highest caliber students, faculty and staff.

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I. GOALS/OBJECTIVES

As a leading-edge, nationally acclaimed higher education institution, the University of Iowa College of Nursing is committed to developing, administering and maintaining an environment that fosters academic excellence and prepares the next generation of nursing leaders.

This comprehensive communications plan will enhance college-wide communication and directly align with the six goals outlined in the college's Strategic Plan:
- Develop exceptional baccalaureate nursing professionals to meet future workforce needs
- Develop exceptional post-baccalaureate nursing professionals for practice and research
- Advance the quality and quantity of research and scholarship to achieve top 20 ranking by NIH
- Expand outreach & engagement
- Attract, maintain and develop outstanding faculty and staff
- Maintain sound finances and resources

Promotion
- Consistently promote the academic strengths of the college to key constituents, including alumni, donors, parents and students, as well as current and prospective students, faculty and staff.
- Increase visibility of faculty accomplishments and accolades, including consistent promotion of secondary appointments and interdisciplinary affiliations as well as fellowships and lifetime achievement recognitions.
- Actively promote student achievements via the college's website, social media accounts, e-newsletters, and news releases.
- Increase institutional visibility and awareness at local, state and national levels.
- **Reinforce the college's impact on Iowa to state legislature.**
- Widely publicize rankings, service honors and awards, and positive responses/recognition from the academic community.
- Raise awareness of college events and initiatives via concise, consistent communication.

Process
- Utilize qualitative and quantitative instruments to gather data to ensure effective dissemination of information to target audiences.
- Actively and frequently disseminate information via the college's website, social media accounts, e-newsletters, and news releases.
- Build and maintain relationships with local media and UI's Office of Strategic Communication (OSC).
- Assist in coordinating interviews, develop op-ed opportunities, offer subject matter experts to OSC and media (as a resources for interviews), etc.
- Strive to constantly increase traffic on digital communication platforms, including visits to the college's website and interaction on our various social media platforms.
- Routinely research and explore new technologies to maximize impact of marketing and communications efforts.

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- Monitor branding consistencies (logos, content style, etc.) as mandated in OSC's [brand manual](#).
- Maintain core templates for presentations, posters, letterhead, and our digital signage system—ensuring brand consistency.
- Continuously build a professional-grade internal photo bank and video library documenting college events and initiatives.
- Utilize OSC's PhotoShelter to access current and aesthetically pleasing images from around campus.

Alumni Relations
- Enhance communication with alumni, including future alumni (from the moment of their admission to the college) to increase awareness of and participation in college initiatives and events.
- Establish greater communication with new graduates by providing detailed information about the numerous ways for alumni to stay connected and keep the college apprised of their professional milestones.
- Create and disseminate features that highlight alumni (e.g., Hometown Hawkeye)
- Increase frequency of distribution of alumni-related news (via e-newsletters, social media, etc.).
- Work with UI's Center for Advancement to build loyalty and increase opportunities for philanthropic support from alumni, parents, and friends of the college.
- Collaborate with the Center for Advancement to ensure solicitations carry institutional messages while achieving fundraising goals.

Marketing
- Routinely research and determine best practices for CON advertising strategies.
- Work with college stakeholders (e.g., academic services) to ensure advertising needs are being met.
- Only consider ad placements that are targeted, cost-effective and quantitative.
- Research, order and distribute CON-related promotional items (banners, pens, flash drives, note pads, etc.).
- Ensure brand consistency—particularly regarding content and design standards (also see "Process" above).
- Communicate with other UI college marketing and communications personnel across campus to discuss best practices and current marketing trends.

*Note: Unless indicated otherwise, the preceding goals and objectives will be the primary responsibility of the Office of Communications & Marketing (OCM)

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100 Great Iowa Nurses

- Manage all aspects of the 100 Great Iowa Nurses program and celebration, including:
    - Program administration
    - Nominations
    - Financial education awards
    - Event planning
    - Social media/website presence
    - Marketing materials and messaging, press releases, and media relations
    - Fundraising/donations
    - Honoree/nominee database management
    - Committee coordination

- Form partnerships with Iowa hospitals, schools, assisted-living facilities, associations, and other health care organizations (or organizations that offer health care as a service) to promote the recognition and support of Iowa nurses.
- Maintain budget and non-profit status while ensuring that funds area available to cover expenses and financial education awards.
- Increase visibility and awareness of the 100 Great Iowa Nurses program as a statewide initiative that recognizes nurses across Iowa.

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II. POLICIES & PROCEDURES

To better assist with your marketing, public relations, graphic design, social media and photography needs, the Office of Communications & Marketing requires completion of the OCM Request Form—an online tool used to document and manage requests for service.

Created in Qualtrics, this online form can be accessed from the Faculty, Staff & Preceptors section of the college's website (under "Resources"). The form is brief, easy to use, and only takes a couple of minutes to complete. Anyone requesting OCM services will need to fill out and submit this form. Once the form is submitted, OCM staff are automatically notified and begin processing the request. Once an approximate timeline can be established, an OCM staff member will contact the initiator of the request (typically within 24-48 hours; however, OCM notification may vary depending on the current volume of requests and/or staff accessibility) to confirm receipt of the online request form and convey an estimated date of completion.

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➢ **Website**

❖ **Policy**
- Per ITS and OneIT directives, the College of Nursing website should be maintained in Drupal, an open-source content management system (CMS).
- The website is required to be responsive, accessible, and secure.
- **OCM staff are responsible for** working within Drupal to create/edit/post content on the college's website.
- Content changes should be requested through the OCM Request Form.
- Only college-related information (text, photography and videos) should be displayed on the college's website (unless otherwise directed by the dean).
- Only content of the highest quality will be used (e.g., expertly written and edited features and professional-grade photography/videography).
- External content cannot be posted without permission from the owner (when applicable).
- Future site considerations should be compatible with Drupal 7 & 8.
- Additional web policies, including ADA compliance, can be found under UI's IT Policy: https://itsecurity.uiowa.edu/university-it-policy

❖ **Process**
- To revise, add or remove content from the college's website (text, photography, or videos), please contact OCM staff directly**.**
- For more comprehensive revisions/additions, a detailed, clearly articulated request should be submitted via the OCM Request Form
- ***Note:** staff will be unable to honor any requests that affect the architecture or design of the CON website*
- For content changes (including photography and videos), please allow at least two days for updates to be implemented.
- ***Note:** turnaround times may vary depending on workflow volume at the time of a request*
- Google Analytics will be reviewed monthly to assess effectiveness of top-level and secondary pages. Results from this assessment will be utilized to improve SEO and help guide future content creation and site architecture.
- Verification/validation of site URLs will be conducted quarterly.
- Technical issues may be directed to CON IT or the college webmaster (webmaster@uiowa.edu).
- Individual collegiate units/departments should annually evaluate their respective pages to decide what content needs to be updated, and to determine what pages can be eliminated or condensed.

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➢ **Social Media**

❖ **UI Guidelines**
- In an effort to educate faculty and staff about the benefits and risks of social media, including minimizing personal and future career risk, suggested guidelines for use of social media have been provided by UI Human Resources. These guidelines are intended to support the creative and innovative use of social media by employees to further university purposes in a manner that minimizes personal, professional and institutional risk. For details on the University of Iowa's guidelines for using social media, including best practices, laws & policies, and appropriate usage, please click here.

❖ **CON Policy**
- Only content directly pertaining to the UI, the College of Nursing, health care, other health science colleges, or the nursing profession in general should be posted on the college's social media accounts (unless otherwise approved by the dean).
- Only timely, relevant content that encourages two-way communication and open dialog should be considered.
- Response rates (e.g., stats revealed via Insights on Facebook) on a post should be constantly evaluated to determine what content is useful and of interest and value to those individuals following college's social media accounts (and should thus dictate the type of information that should be routinely posted).
- New content (including articles, photography and videos) should be posted daily.
- Social media users are welcome to comment (like or dislike; agree or disagree) on any content posted on the college's accounts. The intent behind the content posted is to create an intelligent dialog among audience members & followers; however, comments will be monitored and should always be respectful, courteous, and professional. Comments deemed offensive by CON administrators will be removed immediately and the individual(s) responsible for posting the offensive commentary may be blocked from future CON social media interactions.
- If you are a College of Nursing student, alumni or employee, please be mindful of how your social media activity could be perceived and potentially associated with the college.
- The College of Nursing is not responsible for any unofficial CON-related social media accounts.

❖ **Process**
- For initial notification, email or phone OCM if you have content that you would like posted on CON's social media accounts.
- A detailed, clearly articulated request should be emailed to OCM as soon as content details are finalized. Visuals should be provided whenever possible as they tend to provide greater impact.

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➢ Social Media (continued)

- OCM staff will review your request and contact you if additional information is needed.
- Please allow at least two hours for content (including photography and videos) to be posted.*

if content already exists; if new content needs to be created, please allow at least three business days (turnaround times may vary depending on workflow volume at the time of your request)

➢ Email

❖ Policy
- UI email accounts should only be used for university or college of nursing business.
- Any email that is sent from your UI account should always be respectful, courteous, and professional.
- Email signatures should be consistent. Please contact OCM for guidance and to obtain a properly sized CON logo for your signature.
- Responses from your UI account—particularly to group/listserv email—should be respectful, courteous, and professional at all times—even if you disagree with the subject matter.
- Email distribution via a CON listserv should be solely for college-related matters.
- Any CON listserv should only be used if absolutely necessary (persistently determine if the information contained in the email is indeed something that needs to be shared with ALL faculty, staff and/or students).
- Internal CON promotions distributed via listserv should be coordinated through OCM to avoid redundancy and eliminate duplicate emails from multiple sources.
- The "reply all" feature should not be used on any emails received from a listserv (responses should be directed specifically to the sender and/or additional recipients as necessary).
- UI emails are a matter of public record; as a general rule of thumb, don't write anything that you wouldn't feel comfortable reading on the front page of the *Daily Iowan*.
- For additional email policies, the College of Nursing will defer to UI's IT Policy: https://itsecurity.uiowa.edu/university-it-policy

❖ Process
- Report inappropriate or offensive UI email usage to your supervisor.
- Email exchanges/responses can sometimes be misinterpreted; when in doubt, pick up the phone, or make an appointment for some face-to-face dialog.
- Contact OCM if you would like assistance in drafting an email for a CON or UI listserv.

➢ **Media Coverage/Inquiries**

❖ **Policy**
- OCM is responsible for coordinating external and internal CON communication, including arranging for and assisting with media coverage of college events and initiatives.
- OCM will serve as the primary media contact for inquiries from all outlets, including UI's Office of Strategic Communication (OSC), as well as local and national media.
- OCM will coordinate media training for any faculty members who are interested in offering their areas of expertise or promoting recent achievements via mass media.
- OCM must sustain a collaborative and productive relationship with OSC and UI Health Care Media Relations.
- Any CON faculty, staff or student contacted for an interview or for a general media inquiry of any kind—by local (including UI), state or national media—should notify OCM as promptly as possible.
- OCM should also be notified about any CON faculty, staff or students contributing to media productions in any capacity (e.g., radio/TV interviews, webcasts, or written contributions of any kind).
- OCM staff should also be alerted to any upcoming CON news, initiatives and/or college-related events that could generate media interest/inquiries.
- When it comes to interactions with the media, when in doubt, please notify OCM (even if redundancy or irrelevancy is a concern).

❖ **Process**
- Email or phone OCM regarding any recent or impending interactions with the media (e.g., if you were contacted by the media to contribute to features of any kind, no matter how big or small your role may have been.)
- Email or phone OCM, particularly if you are informed that your interaction/involvement with the media will be published or broadcast.
- Email or phone OCM if you have news, events or initiatives that you would like the media to be aware of and potentially cover (also see the policy & procedure for "Press Releases" above). OCM staff has direct media contact info to expedite the request and increase the probability of coverage.

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➢ Press Releases

❖ Policy
- A formal CON press release can be created to help promote college-related news, events, and initiatives.
- Once created, CON press releases should be distributed to OSC, UI Health Care Media Relations, local and national media outlets (when applicable), as well as to other key audiences as necessary (e.g., alumni or State Legislature).
- OCM is responsible for the creation and distribution of all press releases.
- The primary means of PR distribution will be electronic (via web, email, social media, etc.).
- For grammatical composition, all College of Nursing press releases will follow the Associated Press (AP) Stylebook.
- In the event that a style issue is not addressed by the Associated Press, OCM will adhere to University of Iowa "Editorial Style" guidelines.
- In the event that a style issue is not addressed by the Unique University of Iowa Style guide, OCM will adhere to a proprietary College of Nursing style guide (currently under development).

❖ Process
- Contact OCM if you have news, events or initiatives for which you would like to have a press release created.
- A detailed, clearly articulated request should be emailed to OCM as soon as content details are finalized (to formally document the request).
- OCM staff will review your request and contact you if additional information is needed.
- To create a press release, please allow at least five business days.*

  turnaround times may vary depending on workflow volume at the time of your request

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➤ Photography/Videography

❖ Policy
- OCM is responsible for maintaining a list of current, high-quality, professional photographers and videographers available for contract work.
- OCM is responsible for coordinating photography and videography coverage of CON events and initiatives.
- OCM is responsible for continuously building and maintaining the college's photo archives and video library.
- A consent form must be signed prior to photographing or videoing any College of Nursing students (contact OCM to receive a current consent form).
- Any faculty or staff members who do not wish to be featured in any college-related photography or video footage should notify OCM.

❖ Process
- Contact OCM if you have a request for photographer/videographer coverage.
- Requests to OCM should be submitted via a thorough, clearly articulated email (to formally document the request) as soon as details are finalized and approved by your supervisor (if applicable).
- If photography/videography will involve CON students, please contact OCM in advance to obtain copies of our Photography Consent Form.
- Upon receipt of your formal request, OCM will begin contacting preferred vendors to determine availability and solidify services.
- To book a photographer or videographer, please contact OCM at least four weeks in advance of your event.*

photographer/videographer availability fluctuates throughout the year; the sooner the request can be sent to OCM the better

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➢ **Graphics**

❖ **Policy**
- To ensure brand consistency, **OCM** is responsible for developing and distributing College of Nursing logos and templates (e.g., PowerPoint), unless otherwise specified by UI's Office of Strategic Communication (OSC), UI Health Care Marketing and Communications, or the dean.
- Logos and templates created by OCM staff will retain a professional appearance and are developed in accordance with UI design and branding standards.
- Please do not attempt to alter or resize any CON graphics or templates without OCM approval.
- If the desired outcome cannot be achieved in-house, OCM will pursue external contract opportunities.

❖ **Process**
- Contact OCM if you have any graphics-related requests, including logo or template creation or revision.
- Requests to OCM should be submitted via a thorough, clearly articulated email (to formally document the request) as soon as details are finalized and approved by your supervisor (if applicable).
- OCM staff will review your graphics-related request and contact you if additional information is needed.
- OCM will provide you and/or your supervisor with a proof of the logo or template and await formal approval (formal approval should be acknowledged via email to document authorization).
- Please allow at least two weeks for the creation of a new logo or template*

   Please allow at least two weeks for the creation (design) of any new logo or template. This timeframe will likely increase if external vendors are required. If changes to an existing or previously used logo or template are required, please allow at least five business days (turnaround times may vary depending on workflow volume at the time of your request).

➢ **Advertising**

❖ **Policy**
- OCM is responsible for analyzing and pursuing potential avenues for CON-related advertising.
- OCM is also responsible for creating and updating advertisements (in both print and electronic formats) for multiple departments within the college (e.g., Academics and HR).
- Ads must accurately reflect current UI/CON design and content standards for brand consistency.
- To be considered, ad placements must be targeted, cost-effective and qualitative.

❖ **Process**
- OCM staff will routinely communicate with faculty & staff (academics and HR personnel in particular) to ensure specific marketing needs are met.
- Contact OCM if you have a request for ad creation and/or placement.
- Requests to OCM should be submitted via a thorough, clearly articulated email (to formally document the request) as soon as details are finalized and approved by your supervisor (if applicable).
- OCM staff will review your ad request and contact you if additional information is needed.
- OCM will provide you and/or your supervisor with a proof of the ad and await formal approval (formal approval should be acknowledged via email to document authorization).
- Please allow at least four weeks for the creation of a new ad*

   if the ad already exists and only requires content and/or design changes, please allow at least 10 business days (as always, turnaround times may vary depending on workflow volume at the time of your request)

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➢ **Promotional Items**

❖ **Policy**
- OCM is responsible for researching and pursuing potential CON-related promotional items (banners, pens, flash drives, note pads, etc.).
- To ensure brand consistency, design features and/or content for any promotional item (print or electronic), must be provided by OCM (unless otherwise specified by UI's Office of Strategic Communication (OSC), UI Health Care Media Relations, or the dean).
- OCM may work with the party requesting purchase of a promotional item or personnel from finance & operations to ensure proper billing* (*depending on the universal usage of the item requested, or if the product is requested exclusively for one department, etc., the cost incurred may not be applicable to OCM's budget).
- To ensure bulk and/or university discount pricing is utilized, OCM is responsible for placing orders for CON promotional items.
- Only official College of Nursing, OCM-approved logos can be used (these logos are accessible on the college's shared drive in the "Identity" folder).
- Additional design considerations will follow graphic standards provided under the University of Iowa's Brand Manual.
- For grammatical composition, any CON promotional item will follow The Associated Press (AP) Stylebook (also see "Press Releases").
- In the event that a style issue is not addressed by the Associated Press, OCM will adhere to University of Iowa "Editorial Style" guidelines.

❖ **Process**
- OCM staff will routinely communicate with CON faculty & staff (e.g., student services) to ensure promotional needs are being met.
- Contact OCM if you have a request for ordering a promotional item.
- Requests to OCM should be submitted via a thorough, clearly articulated email (to formally document the request) as soon as details are finalized and approved by your supervisor (if applicable).
- OCM staff will review your request and contact you if additional information is required.
- OCM will provide you and/or your supervisor with a proof of the promotional item and await formal approval (formal approval should be acknowledged via email to document authorization).

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➢ **Promotional Items (continued)**

❖ **Process**
- Please allow at least three weeks for the creation (design and content) of any new promotional item*
    if only content and/or design changes to an existing or previously ordered promotional item are needed, please allow at least 10 business days (as always, turnaround times may vary depending on workflow volume at the time of your request)

- Once the design and/or content have been approved, please allow at least 10 business days to receive your promotional item from the vendor.
    turnaround times may vary depending on the vendor's volume of business at the time of your request

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➢ CNB Signage

❖ Policy

{Traditional}
- Only signs/flyers/posters directly pertaining to the UI, the College of Nursing, health care, other health science colleges, or the nursing profession in general should be posted on the college's bulletin boards and dedicated CNB signage areas (unless otherwise approved by the dean).
- Only clearly articulated signs/flyers/posters that have a professional appearance should be posted (OCM can assist with the creation of CNB flyers; see Traditional Signage "Process").
- Any signage that does not meet the above criteria may be removed at any time.

{Digital}
- Only information (text, photography and videos) pertaining to UI, the College of Nursing, health care, other health science colleges, or the nursing profession in general should be displayed on the college's digital signage system (unless otherwise approved by the dean).
- Drupal digital signage should be used to share information and to promote programs and initiatives involving the university and the College of Nursing.
- OCM is responsible for editing and posting content on the college's Drupal digital signage system (OCM can also assist with creating content; see Digital Signage "Process" below).
- For the complete CON Digital Signage Policy, including content guidelines, recommended text formats, processes (including requests for posting information) as well as the types of graphics and audiovisual files compatible with Drupal click here

❖ Process
{Traditional}
- Contact Jill Hartz or Bill Donahue in F&O to inform staff of your intent to post signage.
- F&O staff will discuss availability and potential placement considerations within CNB.
- Contact OCM if you would like assistance in creating a flyer for display in the College of Nursing Building.
- Requests to OCM should be submitted via a thorough, clearly articulated email (to formally document the request).
- OCM staff will review your request and contact you if additional information is needed.

➤ CNB Signage (continued)

❖ Process

{Traditional continued}

- OCM will provide you and/or your supervisor with a proof of signage and await formal approval (formal approval should be acknowledged via email to document authorization).
- Please allow at least five business days for the creation of any new flyers*
    - *turnaround times may vary depending on workflow volume at the time of your request; if printing needs cannot be met in-house, please allow an additional nine business days to receive your order from UI Printing Services*

{Digital}

- OCM staff will routinely communicate with CON faculty and staff (e.g., Research) to ensure digital signage needs are being met.
- In terms of system compatibility, PowerPoint should be used to create content for display in the Drupal digital signage system.
- Only official College of Nursing, OCM-approved PowerPoint templates should be used (these templates are accessible on the college's shared drive in the "Identity" folder).
- Once the design is finalized, the PowerPoint slide should be saved as a JPG (this will alleviate load time on the server).
- Email the JPG to OCM for placement into Drupal.
- Contact OCM if you need assistance with creating a slide for Drupal.
- Requests to OCM should be submitted via a thorough, clearly articulated email (to formally document the request) as soon as details for the slide are finalized.
- OCM staff will review your request and contact you if additional information is required.
- Please allow at least three business days for the creation (design and content) of any new slide*
    - *if only content and/or design changes to an existing or previously used slide are needed, less time may be needed (as always, turnaround times may vary depending on workflow volume at the time of your request)*

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III. METRICS

➤ The success of an effective strategic communications plan will primarily be measured by:

- The amount of local, regional and national media coverage generated (to be monitored and archived by OCM; hence the significance of the "Media Coverage/Inquiries" policy and process).
- Student, faculty and staff feedback (word of mouth, survey results via Qualtrics, etc.)
- Digital/electronic performance measures (e.g., data collected from Facebook Insights, Google Analytics, etc.).
- A general consensus of greater, enhanced connectivity within the college.

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IV. REVIEW

➢ The College of Nursing's Strategic Communications Plan should be considered a working document and will continue to evolve over time.

➢ Policies are subject to change.

➢ This strategic plan will be reviewed on an annual basis and updated/revised as needed.

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