

Integrated Marketing and Communications

Share with Us

We love to hear from you, so please do share with us the many amazing things happening in your department! Given the number of communication channels now available to us — including everything from feature stories on our websites to social media posts to media pitches to direct mail pieces to calendar promotions — there are more opportunities than ever to share the wonderful things that happen across campus every day. Given the many opportunities to share our story directly with our audiences, the days of everything needing to be a news release are behind us!

To make it easier for you to get your stories and events into the right hands, we now have an automated form for you to use when sharing information or requesting help on a communications-related project. We appreciate you using this form so we can be more efficient in our work. We also ask that you give us two weeks' lead time so that we can better assess where your story or project fits into our workflow and get the job done right.

Access our IMC Request Form on the IMC home page at uwec.ly/imc.

Guiding Our Work: Communications Priorities

IMC uses the university's institutional priorities to help guide our work when evaluating what and when to pursue stories and projects. With that in mind, some of our communications priorities include:

- Faculty and student research results that advance knowledge and projects that demonstrate how faculty involve students in meaningful research and scholarly creative activity.
- Student experiences and opportunities in and out of the classroom that are exceptional and highlight the many ways our students are immersed in learning.
- Major grants, awards and partnerships that reflect UW-Eau Claire's outstanding faculty, staff and students, and the university's commitment to partnering with communities, businesses and other organizations to give students a variety of real-world experiences.
- Activities that demonstrate UW-Eau Claire's commitment to ensuring students are immersed and engaged in new cultures within and outside of the U.S.
- Economic development stories that show how UW-Eau Claire plays a critical role in preparing students to meet the needs of today's workforce.
- Distinctions and innovations that demonstrate that UW-Eau Claire is a leader in higher education.
- A small number of carefully selected events that demonstrate the talent, creativity and expertise of our faculty and students, as well as the university's role as a regional center for the arts and other cultural events.
- Stories of student and recent (within 10 years) graduate successes that demonstrate the high return on investment (ROI) of a UW-Eau Claire education.

IMC Communications Channels

Channel	Strategies
Web	Home page News page Faculty/Staff page Current Student page Events calendar College site Department/unit site External: YouTube , Medium
Media relations	Targeted pitch (calls, emails, etc.) General news release Tip sheet Media advisory/memo Leader-Telegram "On Campus" feature
Internal communications	Weekly news update email newsletter Faculty/Staff News blog Announcements blog UW-Eau Claire In the News blog Chancellor's blog
Social media	Twitter Facebook Linked In Instagram
Print promotion	Viewbook, college fair piece, information request folder, targeted brochures, postcards and other direct mail Blugold Connection newsletter to admitted students
Advertising	Offline: newspaper, radio, TV, movie theaters Online: digital, search engine
Foundation publications/ materials	Possibilities newsletter Planned giving Annual giving Email marketing Brochures/handouts Impact videos
Alumni publications/ materials	The View magazine (one issue print and online, one online only) eView (monthly email newsletter)
Environmental	Campus signage Power of AND displays

Ways You Can Help Right Now

1 Events Calendar

Go online and promote your events today! The online Events Calendar is IMC's go-to resource for sharing event information with our audiences. We publicize events to the media and share highlights on our social accounts and the university website. We'll do all we can to make sure our events calendar gets wide exposure.

Post your upcoming events by logging in at calendar.uwec.edu/MasterCalendar.aspx, where you can upload artwork, embed links and get your event noticed around campus and across town. For login permissions and help getting started, contact Jean Piper in IMC at piperej@uwec.edu or 715-836-4003.

To request additional IMC assistance for high-profile events, please also submit your event details via our IMC Request Form at uwec.ly/imc.

2 Story Ideas

We need your ideas and connections on campus and throughout the region. Submit story ideas online at uwec.ly/imc.

We do the legwork to get stories of the Blugold experience to the right audience, in the right place at the right time.

Please give us at least two weeks for anything timely for best results, and to allow plans for photo and/or video. Thanks.

Together, we can recruit, retain and inspire UW-Eau Claire graduates of tomorrow.

3 The Power of **AND!**

We've got you covered with Power of AND branding and online support at uwec.ly/imc.

POA Details and Downloads

Learn more about the Power of AND and access helpful resources:

- Power of AND brand manual: guidelines for branding, sub-branding, and color selections.
- Brand templates: email footer, slide show master, brochure and poster templates.
- Power of AND graphics.
- Request form for stories and projects

Preprinted POA Stationery

Available for order in Printing Services:

- Inside addresses are imprinted in-house within a specific area.
- To include additional contact information or web links, include them in the body of your letter.

The Power of AND brand is the promise we make to students, employees, alumni and friends. Help us fulfill that promise by communicating our strengths and aspirations through strong messages and robust Power of AND imagery. Thank you.

You and the New UWEC.EDU

We are transitioning 126,140 pages of our existing website.

Yeah, it's kind of a big deal.

While you await your turn for redesign, here are a few things you can do with your current website:

- Link to the Majors and Minors page.
- Download the Power of AND graphic and place it on your home page.
- Move internal business off of your public pages. If it's not legally required to be posted on the web, look for options to make internal content available to your department.
- Find your Power of AND. Think about who you are and what you do, and how it matters to your audience.
- Think about what differentiates your area, and lead with photos that illustrate your message and numbers to quantify impact.
- Enlist students! They are experts at navigating the web and capturing video and photos on their mobile devices. They have great ideas and they are our best ambassadors.

Talk to us about your website needs and concerns. We're here to listen and help you inspire UW-Eau Claire students.

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For a complete listing of IMC staff, visit
uwec.ly/imc.

Telling our story one **AND** at a time!