



THE OHIO STATE UNIVERSITY

Fulbright Specialist Project Overview

Christine O'Malley
Executive Director of Health Sciences



Fulbright project description

“Our institution requires the support of a Fulbright Specialist in communications ... who can provide:

- An overview of branding in higher education
- Training on the:
 - strategic use of social media;
 - development of an alumni relations program; and
 - event promotion
- Consultation on the development of a communications plan (specific to Diamond Jubilee celebrations)”
 - University of Gondar project request application



Training

“You can buy attention (advertising). You can beg for attention from the media (PR). You can bug people one at a time to get attention (sales). Or you can earn attention by creating something interesting and valuable and then publishing it online for free.” –David Meerman Scott, author



Training

Course: “Branding, content and social media”

Taught Feb. 26 – March 11

Attendees: 12 from UoG, 6 from AAU





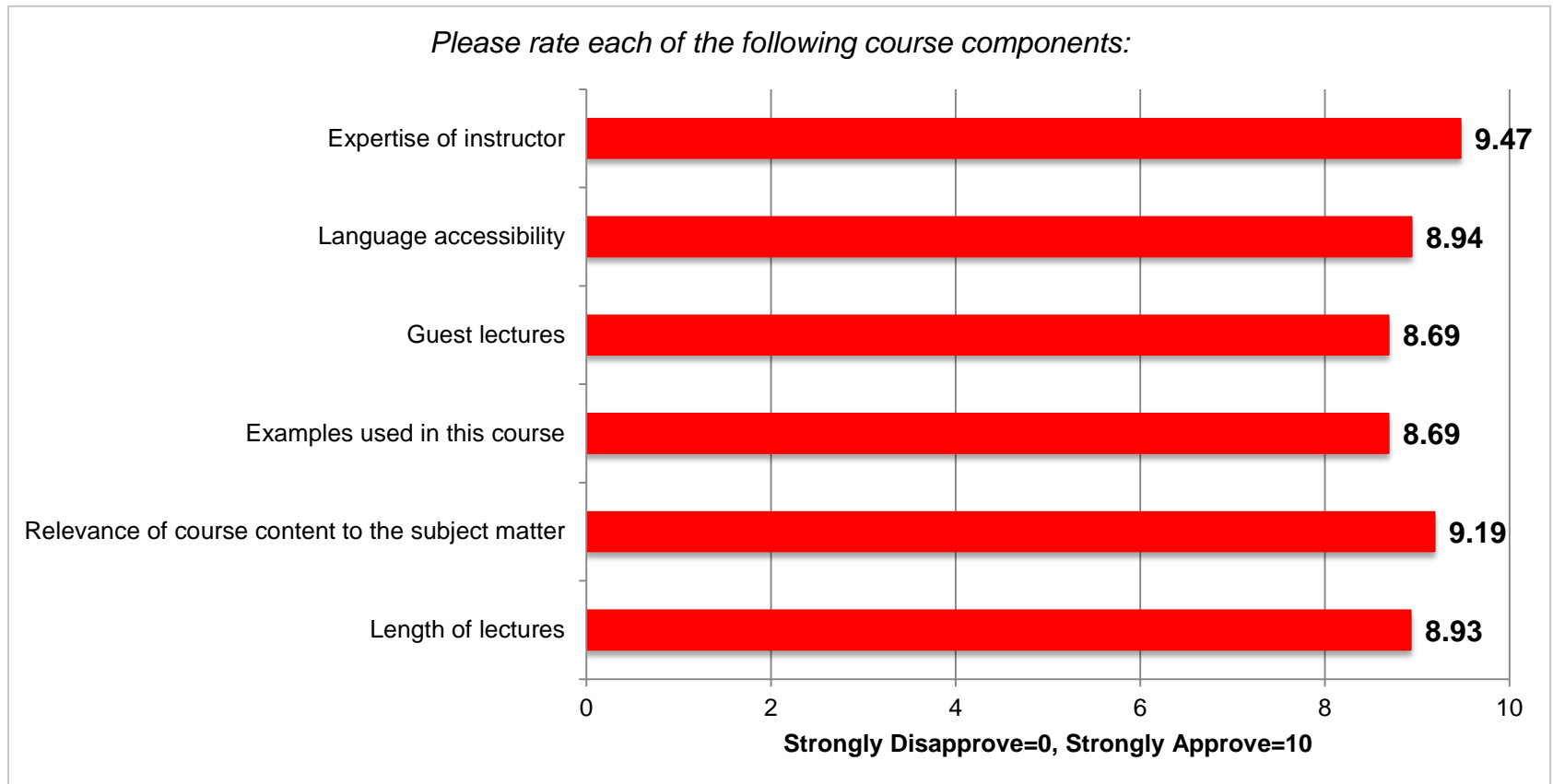
Training

- Branding
- Social Media
- Content
- Visuals 1 and 2
- Audiences
- Messaging
- Strategic Engagement
- Measurement
- Event Communications
- Media Relations





Training





Training

“I would like to thank Ms. Christine for her enthusiasm, knowledge and willingness to share such wonderful course and information.”

“I really like the way the course is organized in a way that can help practitioners grasp a great deal in short period of time.”

“I have learnt a lot what we mean by communication and what I can do in the future to brand my institution. Thank you Christine and Ohio State University!”

“Communication is ... always mandatory in every part of professions and this training should be available as a summer course or short-term training.”



Diamond Jubilee Communications Plan

2014

University of Gondar

Public and International Relations Office



Diamond Jubilee
Communications Plan



Diamond Jubilee Communications Plan

Key Audiences

- Primary:
- Alumni in-country
 - Alumni outside Ethiopia
 - Current university community – faculty, staff, students
- Secondary:
- Other higher education institutions in East Africa
 - Political and civic leaders
 - External partners
 - Community in and around Gondar
 - External media (traditional and new)



Diamond Jubilee Communications Plan

Intended outcomes

- Reinvigorated alumni relationships
- A stronger profile as one of the leading higher education institutions solving East Africa's toughest problems
- Increased national visibility for the university



Diamond Jubilee Communications Plan

Core messages for the campaign

- UoG alumni are leaders in their professions, extending UoG's impact around the country and the world.
- UoG academic and research programs address the challenges facing Ethiopia and East Africa today.
- UoG has significantly improved the lives of Ethiopians, especially in the Gondar region, over the last 60 years.



Diamond Jubilee Communications Plan

Strategies

- 1) Conduct an audience attitude survey using free online survey tool, Survey Monkey for example.
- 2) Promote events to key audiences.



Diamond Jubilee Communications Plan

Strategies

3) Develop three key digital content streams:

- Q&A series of 60 successful alumni important to the university in some way. Publish 1 every day for 60 days leading up to the July celebration.
- Series of 9 features (text, photo, or video), one each profiling the 4 colleges, 3 schools and 2 faculties.
- Slideshow/video essay of 60 historical photos showing UOG's development that can appear on the website.



Diamond Jubilee Communications Plan

Strategies

- 4) Develop up to 50 additional publications in collaboration with the publications committee.
- 5) Ensure all pages on the website have content, especially pages about the colleges/faculties/schools
- 6) Leverage social media networks to improve awareness among target audiences.



Diamond Jubilee Communications Plan

Strategies

- 7) Cultivate media relationships with targeted, strategic channels.
- 8) Order gifts with Diamond Jubilee logo for distribution at events. Be sure to include website URL when space allows.
- 9) Throughout the Jubilee events, post real-time content on the website and social networks.



Diamond Jubilee Communications Plan

Targeted metrics for calendar year 2014

- 1) At least 5 percent of total alumni attend Jubilee events.
Total alumni = 25,000
5 percent = 1,250
- 2) Number of Facebook followers rises by 10 percent from March 4, 2014
From 833 to 916 on the alumni Facebook page.
From 300 to 330 on UOG Facebook page.



Diamond Jubilee Communications Plan

Targeted metrics for calendar year 2014

- 3) Web traffic to home page from March 4 to July 31 increases 10 percent over the same period the preceding year.
- 4) Mention of the Diamond Jubilee in at least one Ethiopian media outlet (traditional or new) and at least one non-Ethiopian media outlet (traditional or new), April-July, 2014.



Thank you!



