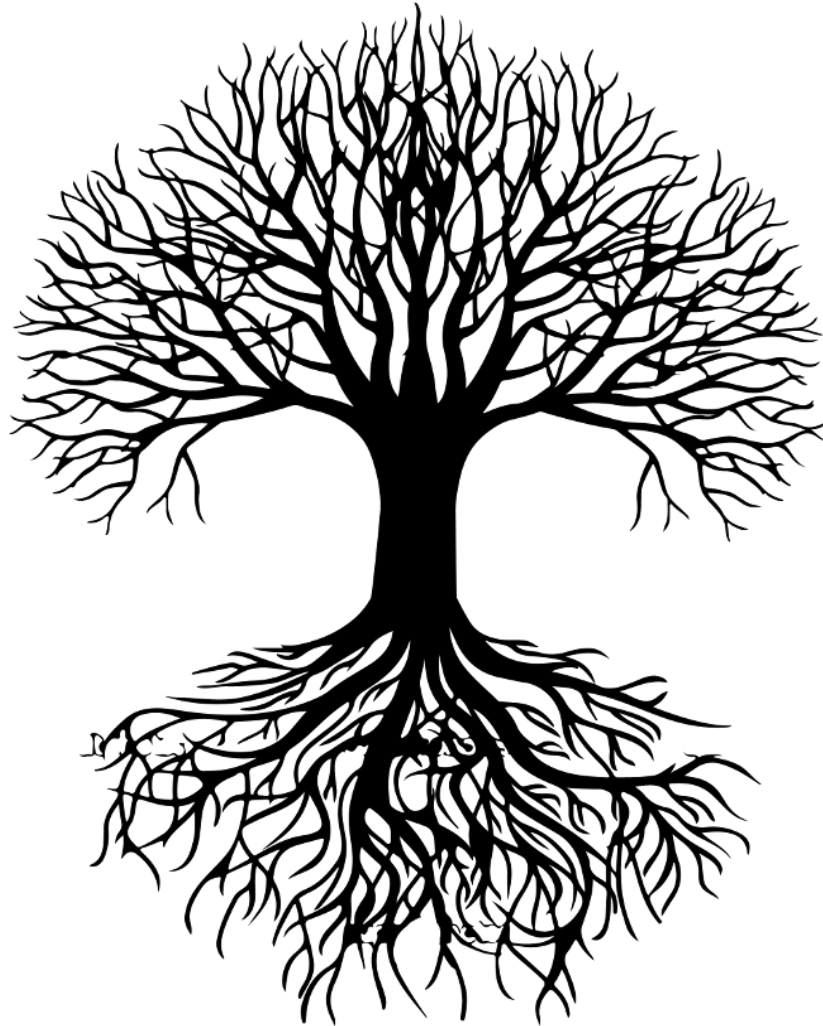


USHE ADVOCACY STRATEGY UPDATE

September 3, 2019



USHE ADVOCACY STRATEGY UPDATE



USHE joint editorial calendar

Merit Pages

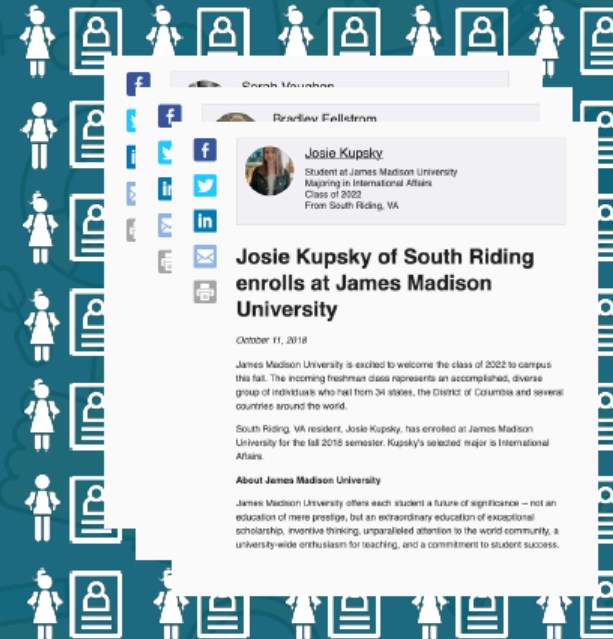
JOINT USHE EDITORIAL CALENDAR

Purpose

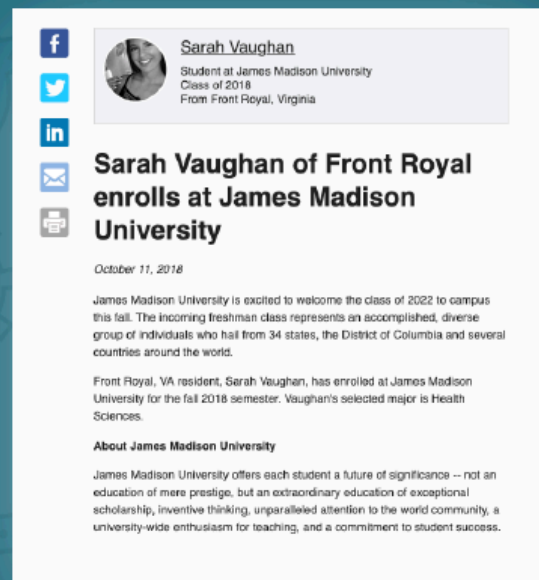
1. To amplify key messages at specific times of the year
2. To identify opportunities to collaborate across institutions
3. To better disseminate and message impactful system data

Outcomes to be reported back to Presidents and Regents in July 2020

Merit takes your existing content and turns it into
dozens, hundreds or even thousands of
personalized stories in minutes.



Merit then matches each story to **relevant audiences** using **managed databases** of media, high schools and government representative contacts.



Students

Enrollment / Retention



Parents & family

Awareness / Retention / Reputation



Local media

Awareness / Reach / Reputation



High schools

Enrollment / Awareness / Reputation



State representatives

Funding / Awareness / Reputation

Merit **drives interest** from these personalized stories back to **your institution's website** using custom landing pages.

