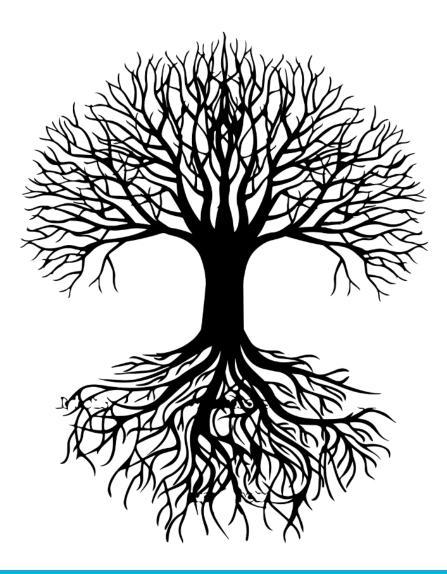
USHE ADVOCACY STRATEGY UPDATE

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

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.



Sarah Vaughan of Front Royal enrolls at James Madison University

October 11, 2018

James Madison University is excited to welcome the class of 2022 to campus this fail. The incoming freshman class represents an accomplished, diverse group of individuals who hall from 34 states, the District of Columbia and several countries around the world.

Front Royal, VA resident, Sarah Vaughan, has enrolled at James Madison University for the fall 2018 semester. Vaughan's selected major is Health Sciences.

About James Madison University

James Madison University offers each student a future of significance -- not an education of mere prestige, but an extraordinary education of exceptional scholarship, inventive thinking, unparalleled attention to the world community, a university-wide enthusiasm for teaching, and a commitment to student success.



Students Enrollment / Retention



Parents & family Awareness / Retention / Reputation

Local media Awareness / Reach / Reputation

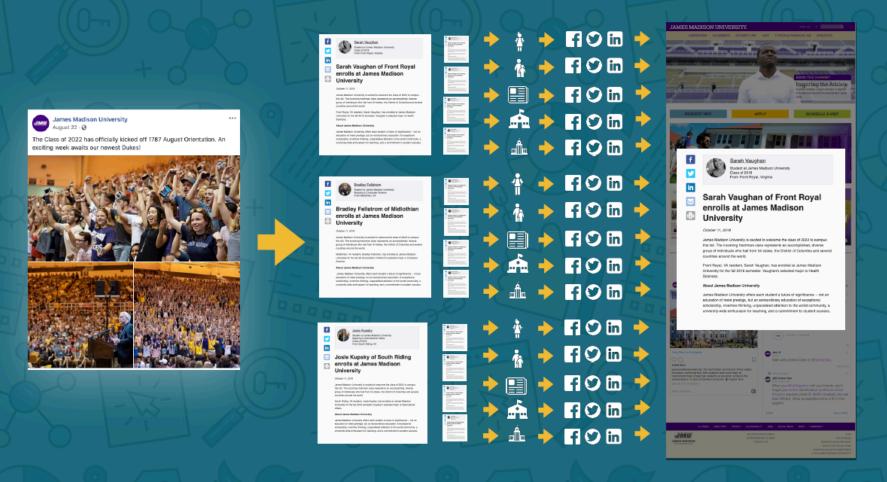


High schools Enrollment / Awareness / Reputation



State representatives Funding / Awareness / Reputation Merit

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



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