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.

Sarah Vaughan of Front Royal enrolls at James Madison University

October 17, 2019

James Madison University is excited to welcome the class of 2023 to campus this fall. The incoming freshman class represents an unprecedented diverse group of individuals who hail from 56 states, the District of Columbia and several overseas countries.

Front Royal, Va resident, Sarah Vaughan, has enrolled at James Madison University for the fall 2019 semester. Vaughan’s enrollment aligns with the university’s mission to provide a world-class education and to create a diverse and inclusive community.

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, innovative thinking, a specialized ability in the world’s most significant areas, and a commitment to social justice.
Merit drives interest from these personalized stories back to your institution’s website using custom landing pages.