USHE ADVOCACY STRATEGY UPDATE

September 3, 2019

UTAH
SYSTEM OF
HIGHER
EDUCATION

USHE ADVOCACY STRATEGY UPDATE
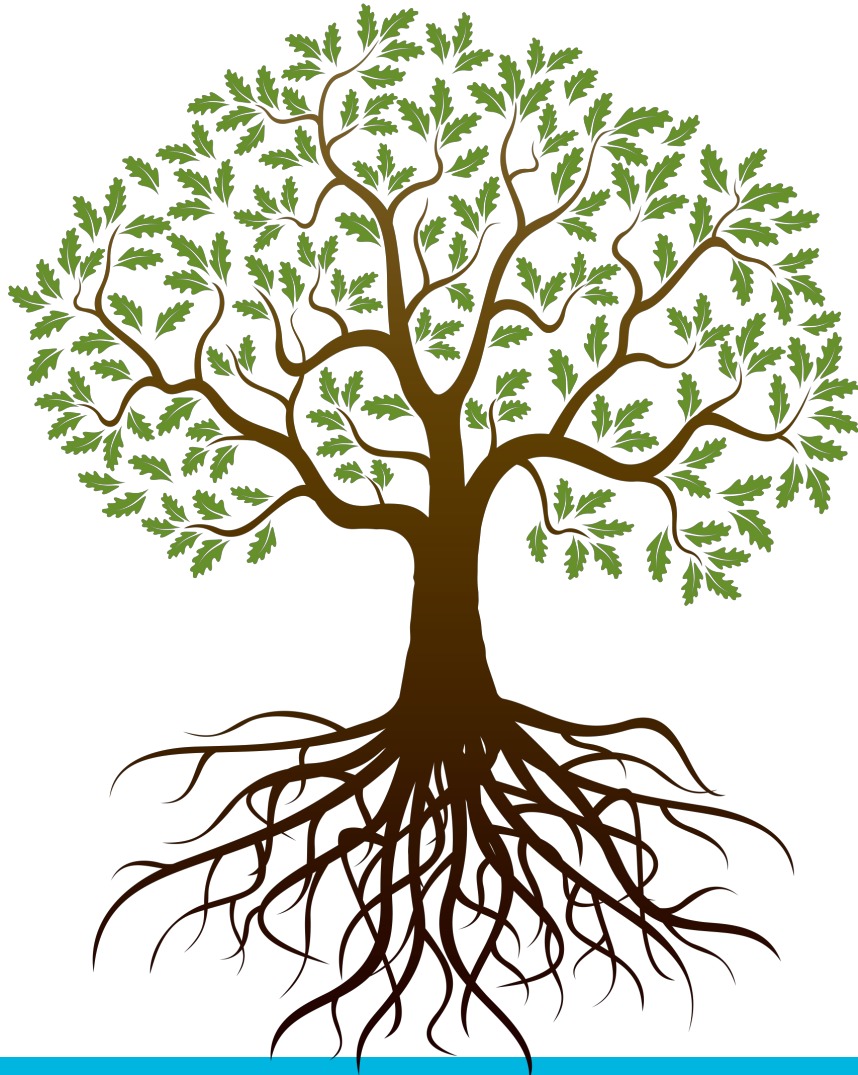
USHE joint editorial calendar

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

JOINT USHE EDITORIAL CALENDAR

|	A	B	C	D	E	F	G
1	**WINTER: December to March**						
2	Each institution will distribute two messages within the December-March timeframe addressing **economic value of higher ed topics**, such as: economic impact of institution on service region, ROI of a degree/program from your institution, etc. The stories may overlap with the content you already have planned.						
3	**USHE DATA TO SUPPORT MESSAGING**	Economic impact of institution by service region (based on employees hired, % of workforce employed at the institution, etc); overall ROI data					
4							
5	**MESSAGE ONE**						
6		**Message Info**					**Measurements**
7		Summary	Distribution method(s) (eg: press release, social campaign, internal campaign, alumni magazine, etc.)	Release date (if applicable)	Link to message (if applicable)	Any specific items called out (eg: programs, initiatives, key messages, etc)	Types of measurements could include: #/quality of earned/paid media placements, social engagement (likes, shares, etc); magazine subscribers, pageviews on institution website, etc.
8	UU						
9	USU						
10	WSU						
11	SUU						
12	Snow						
13	DSU						
14	UVU						
15	SLCC						
16	USHE	Overall value of higher education to the state and the individual	Op-ed (Regent Chair and Commissioner), issue brief, press release, social campaign, newsletter, videos	January-February		Value of higher education, Utah's Growing Opportunity Gap, college access advising initiative, impact of higher ed on Utah's economy	Earned media, social engagement, newsletter engagement
17							
18	**MESSAGE TWO**						
19		**Message Info**					**Measurements**
20		Summary	Distribution method(s) (eg: press release, social campaign, internal campaign, alumni magazine, etc.)	Release date (if applicable)	Link to message (if applicable)	Any specific items called out (eg: programs, initiatives, key messages, etc)	Types of measurements could include: #/quality of earned/paid media placements, social engagement (likes, shares, etc); magazine subscribers, pageviews on institution website, etc.

JOINT USHE EDITORIAL CALENDAR

MERIT PAGES

- 6 of 8 institutions have signed on/are in the process of signing on
- USHE paying one-time implementation fee

Merit takes your existing content and turns it into dozens, hundreds or even thousands of personalized stories in minutes.
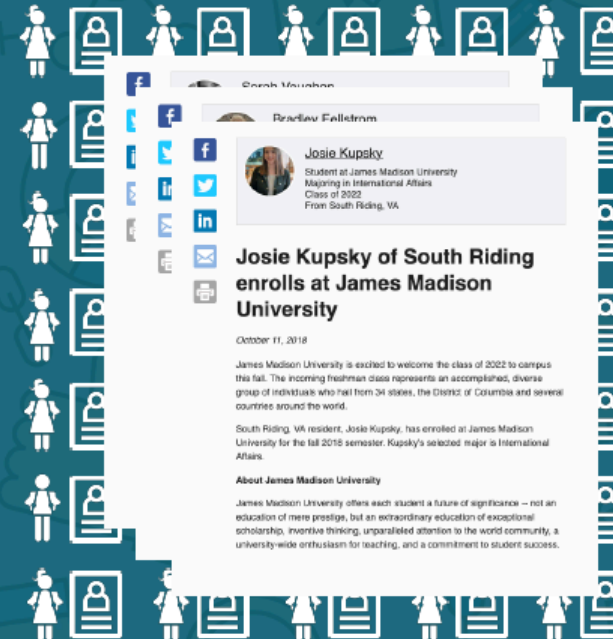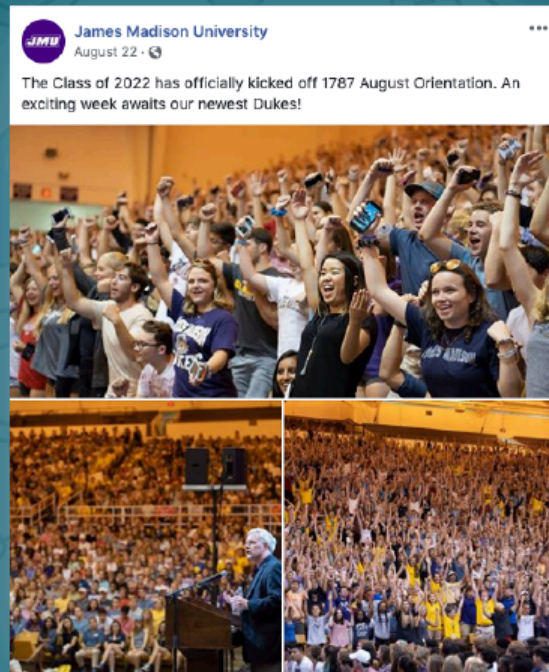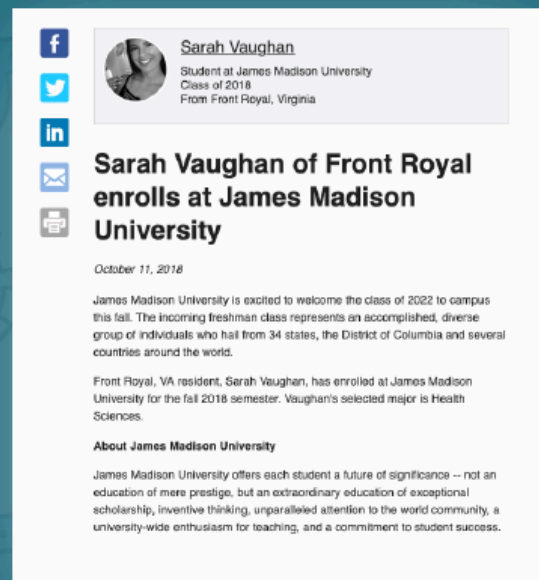
Merit drives interest from these personalized stories back to your institution's website using custom landing pages.

MERIT PAGES

- Average email open rate: 75% (vs 25%)
- 10x increase in organic reach
- 38% lift in social media engagement
- 35% increase in earned media

MERIT PAGES

- https://utah.meritpages.com
- https://meritpages.com/emersonford
- https://meritpages.com/samanthathorne