# 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

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1	WINTER: December t	o March						
2	Each institution will distribute tw you already have planned.	wo messages within the December-March timeframe	e addressing economic value of higher ed top	pics, such as: eco	onomic impact of	finstitution on service region, ROI of	of a degree/program from your institution, etc. The stories may over	
3	USHE DATA TO SUPPORT MESSAGING	Economic impact of institution by service region (b	pased on employees hired, % of workforce em	nployed at the in	stitution, etc); o	verall ROI data		
4								
5	MESSAGE ONE							
6			Message info				Measurements	
			Distribution with a d/s\/		Challe An	A	Toron of an annual state and include the state of a sun of each an	

2	Each institution will distribute tw you already have planned.	wo 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							
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-Febru ary		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	Release date (if applicable)	Link to message (if	Any specific items called out (eg: programs, initiatives, key	Types of measurements could include: #/quality of earned/paid media placements, social engagement (likes, shares, etc); magazine subscribers, pageviews on institution		

18	MESSAGE TWO						
19			Message info				Measurements
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## JOINT USHE EDITORIAL CALENDAR

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YEAR-ROUND: Executive Presentation Calendar to External Audiences	○ ~ 春 〒   10	00% 🕶 💲	% .0 <sub>←</sub> .00 <sub>→</sub> 123 <del>-</del> Arial	- 10 - B I S A   ❖. ⊞	ΞΞ →   <b>Ξ → 1 → 1 → 7</b>						
YEAR-ROUND: Executive Presentation Calendar to External Audiences  Track presentations from executive leadership (Presidents and cabinet) to local, external stakeholders where messages can be reiterated/amplified.  Presentations  Topic area (access/affordability, value of higher ed, student/grad outcomes)  Name and Title of Speaker  (Chamber, United Way, etc)  Suu  Suu  Snow  Snow  Date  Verific outcomes/call to action?  Initiatives, key mess of the presentation outcomes and cabinet in local, external stakeholders where messages can be reiterated/amplified.  External audience (Chamber, United Way, etc)  Any specific outcomes/call to action?  Initiatives, key mess of the presentation outcomes and the presentation outcomes are presentation outcomes.											
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Presentation Date value of higher ed, student/grad outcomes) Name and Title of Speaker  External audience (Chamber, United Way, etc) Any specific outcomes/call to action?  Any specific items of initiatives, key mess of in	Presentations										
6 USU		resentation	value of higher ed, student/grad	Name and Title of Speaker		Any specific outcomes/call to action?	Any specific items called out (eg: programs, initiatives, key messages, etc)				
7     WSU       8     SUU       9     Snow       10     DSU       11     UVU	UU										
8       SUU       9       Snow       9       9	USU										
9 Snow 10 DSU 11 UVU 6 10 10 10 10 10 10 10 10 10 10 10 10 10	WSU										
10     DSU       11     UVU	SUU										
11 UVU	Snow										
	DSU										
12 SLCC	UVU										
	SLCC										
13 USHE											

### **MERIT PAGES**

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

#### Merit

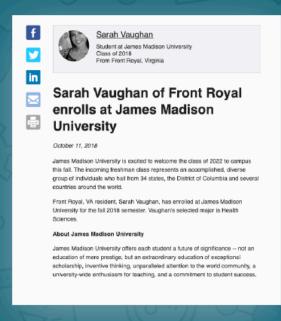
Merit takes your existing content and turns it into dozens, hundreds or even thousands of personalized stories in minutes.

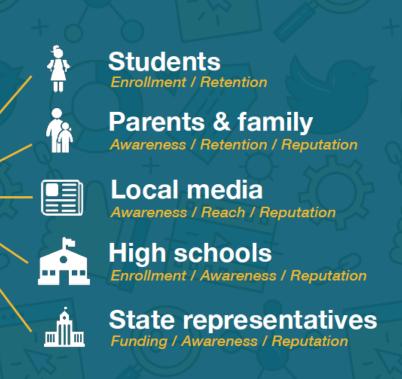




#### Merit

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



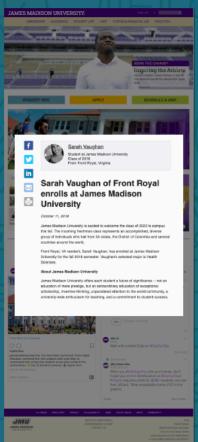


#### Merit

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
- <a href="https://meritpages.com/emersonford">https://meritpages.com/emersonford</a>
- <a href="https://meritpages.com/samanthathorne">https://meritpages.com/samanthathorne</a>