

Communications and Marketing Working Group

FINAL REPORT

Members

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Charge

To identify the top five opportunities or ideas to enable UTIA and UT Knoxville to collaborate and work together more closely in communications and marketing, whether they are identified in the report or generated by the working group, and to recommend specific actions that may need to occur to take advantage of those opportunities or ideas.

1. More intentional interaction between the UTIA and UT Knoxville communications and marketing offices.
 - a. Executive leaders of each office should meet on a regular basis.
 - b. Both teams should hold an initial combined retreat or activity away from offices to get to know each other better.
 - c. Both full teams should meet at least once a year after the initial retreat to identify major overarching goals to continue to work toward.
2. Increase data sharing between offices and departments.
 - a. Complete an audit of communication tools used by both communications and marketing departments.
 - b. Investigate best practices in data sharing and implement appropriate efficiencies.
 - c. Establish a chart of responsibilities/emphasis areas for the communication specialists from each unit, including contact information, for faculty and graduate students to report news-worthy events.
3. Increase collaboration in media relations.
 - a. UTIA faculty and media relations staff to be included in The Conversation.
 - b. Include UTIA faculty experts in the UT Knoxville experts guide.
 - c. Include UTIA's media relations manager in news pitch sessions.
4. Increase collaboration in social media.

- a. Share social media best practices and guidelines.
- b. Collect and share good examples from different disciplines.
- c. Share content calendars when campaigns may overlap.
- d. Proactively share ideas and opportunities for collaborating and share posts as appropriate.
5. Assist other working groups in fulfilling communications needs that arose in their discussions.

To enhance and unify communications and marketing relating to research, outreach, and the land-grant mission.

1. Create a fully integrated campaign across both campuses focused on the land-grant mission, with additional funding from administration.
 - a. Launch in 2022 – Anniversary of the Morrill Act creating the land-grant with preparation beginning spring 2021.
 - b. Produce a video about the land-grant voiced by a famous host such as Dolly Parton or Peyton Manning.
 - c. Pitch a half-hour show to one of the local television stations, possibly PBS.
 - d. Pitch the land-grant mission as a topic for a show on WUOT.
 - e. Pitch a “UT Minute” campaign to local television stations celebrating the land-grant.
2. Increase number of research stories with collaborative angles
 - a. Cross promote research being conducted where faculty from UTK and UTIA are working together to solve problems for the state.
3. Increase promotion and support of outreach activities
 - a. Create shared database/calendar of outreach activities for UTK and UTIA, to include summer programming, K-12 activities, etc.
 - b. Cross-promote activities taking place across the state

To recommend how to communicate the reunification of UTIA and UT Knoxville clearly, effectively, and transparently.

1. Communicate with internal audiences.
 - a. Hold town halls with Donde Plowman and Tim Cross hosting, both in person and virtually; communicate shared vision about unification.
 - b. Plowman and Cross hold a session on unification at the 2020 UT Extension Conference in November.
 - c. Create a blog about unification to highlight accomplishments (include video content).
 - d. Coordinate with other Working Groups to communicate ideas and progress.
 - e. Hold a session on unification at CommuniCon.
2. Communication with external audiences.
 - a. Develop an elevator pitch on the “why” of reunification and share with faculty, students, and Extension agents to use when speaking in public.

- b. Develop a fact sheet about unification on what it means and what it doesn't mean.
- c. Establish a regular newsletter or printed piece featuring accomplishments from unification.

To recommend how to educate UT Knoxville stakeholders about UTIA and vice versa.

1. Create opportunities for interaction between faculty, staff, and students on each campus.
 - a. Hold an Ag Week on the entire campus footprint.
 - b. Hold a research conference on specific topics annually with stakeholders invited.
 - c. Hold faculty get-togethers at various locations such as UT Gardens., Vet School, etc.
 - d. Hold faculty mic-night at UT Gardens, .
 - e. HolPechaKucha or 3-Minute Thesis sessions to hear from faculty and Extension agents about their work.
 - f. Create Instagram takeovers by ag students.
 - g. Create and share videos promoting UTIA faculty and students
2. Create opportunities for UT Knoxville/UTIA faculty, staff, and students to tour various locations to learn more about each other's areas.
 - a. UT Knoxville faculty to participate in a caravan to travel to other counties to meet Extension agents and specialists, tour the AgResearch and Education Centers, and 4-H Camps.
3. UT Knoxville leaders to attend the statewide Extension conference in November 2020.

To help solve problems relating to communications and marketing that may arise as reunification efforts move forward in 2020.

1. Both teams to monitor for issues or problems and communicate when and if they arise.