

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

Tom Harris, Vice President for University Relations



AN EQUAL OPPORTUNITY UNIVERSITY

Our Guiding Principle:

At each step, we pledge to communicate with campus clearly and transparently.



One centralized and cohesive messaging strategy led to:

- ❖ 168 media releases
- ❖ 463 news stories
- ❖ 140 videos with nearly 500K views
- ❖ 33 emails to campus
- ❖ 500+ social media posts with 18 million+ impressions
- ❖ 5 news briefings
- ❖ 1 reconfigured commencement plan
- ❖ 1 new social network for students
- ❖ 1 reconfigured YouTube channel
- ❖ 1 new virtual tour
- ❖ 14 photo galleries with more than 1,100 pictures
- ❖ 4 new websites
- ❖ 3 redesigned websites
- ❖ 3 revised marketing/advertising campaigns
- ❖ 1 new centralized calling system and process for SAL student call project
- ❖ 1 online hoops tournament
- ❖ 100 new graphic design projects

MAY 2020 COMMENCEMENT

Graduate Recognition

May 3 – May 8

- Partner with WRFL to read graduate names and share commencement addresses
- Active social media campaign
- Active communications campaign showcasing outstanding grad stories
- Congratulatory message from President inviting them to participate in December ceremonies

June 2020

- Mail diplomas and a gift
 - Keychain with map coordinates and year
 - Insert with note from President and Alumni Association
 - Mosaic print comprised of campus photos from last four years

August 2020

- Time capsule collection in Gatton Student Center

Fall 2020

- Determine appropriate recognition event for May 2020 graduates



QUESTIONS OR DISCUSSION

