**External Communications Strategy**

***Objectives***

Concordia University of Edmonton is a university that is exceptional in building *personal connections* between students, staff and faculty. These types of connections with the wider community must also be continuously developed and enhanced in order to grow an appreciation for our institution in Edmonton and beyond.

This plan provides information on how communications will be shared from the Office of the President with the external community, with the ultimate goal to develop and increase engagement and set the scene for Concordia University of Edmonton to become Canada’s
pre-eminent small university.

***Goals***

* Awareness – increasing CUE’s visibility
* Reputation – enhance CUE’s community standing
* Engagement – promote CUE as a resource to the community
* Recruitment – become an exciting option for prospective students, prospective faculty and staff, as well as prospective donors and partners (corporate and social).

***Audiences***

External audiences have been identified as the following (listed in alphabetical order):

* Alumni
* Business leaders
* Campus visitors
* City and Government Officials
* Community groups
* Donors and prospective donors
* Funding agencies (public and private)
* Higher education thought leaders/ Post-secondary sector
* News media
* Parents of current students
* Parents of High School Students
* Prospective Students – undergraduate and graduate

***Key Messages***

Messaging from the Office of the President should communicate CUE’s value of our graduates and university resources to the greater community in terms of contribution to community and to economic development in Alberta/Canada, as well as being a viable and valuable resource to community groups.

Communications should be:

* Strategic and relevant
* Clearly branded
* Engaging
* Open and honest

**Contact Information:**

Office of the President: president@concordia.ab.ca

| **External Communications Plan** |
| --- |
| **Audience** | **Messaging** | **Communication method** | **Frequency** | **Evaluation** |
| **Alumni*** *in conjunction with Development & Alumni Relations*
 | Provide CUE updates: successes and future plans, enhancing pride and interest in CUE | * Email to Alumni list
* Year-in-review magazine
* Social media updates
 | * TBD
* Annually
* As required
 | * Growth in Alumni interaction
 |
| **Business leaders** * *Meet and develop relationships, for e.g.: Alberta Chamber of Commerce, Alberta Avenue Business Association, Alberta Women Entrepreneurs, Downtown Business Association, Edmonton Chamber of Commerce, Economic Development Edmonton*
 | Promote CUE as a partner, resource and contributor to the business community and the economy | * In person
* Business Community meetings and events
* Leadership presentations
* Social Media – news/event specific (using tags)
 | Ongoing | * Growth in number of relationships built;
* Growth in number of active partnerships created
 |
| **Campus visitors*** *Events and presentations are regularly booked on campus. If time allows, meet and greet visitors, particularly officials/leaders/ organizers*
 | Promote CUE as welcoming and friendly; a partner, resource and contributor to the wider community  | * In person
 | As schedule allows | * Growth in number of relationships built
 |
| **City and Government Officials** | Promote CUE as an important academic institution, partner, resource and contributor to the community and economy | * In person
* Regular correspondence i.e. email/phone calls with CUE updates
 | Monthly | * Interactions with officials are productive and beneficial to CUE
 |
| **Community groups*** *Develop relationships with local communities such as Indigenous communities, Highlands-Norwood Constituency*
 | Promote CUE as a partner, resource and contributor | * In person
* Community events and meetings
* Social forums
* Emails/phone calls with CUE updates
 | Ongoing | * Increase in goodwill and interest in CUE
* Number of applications from constituents
* Positive feedback
* Positive/ promotional messaging on CUE’s behalf
 |
| **Donors and prospective donors*** *in conjunction with Development & Alumni Relations*
 | Promote CUE as an important academic institution and community partner/resource, as well as a valuable contributor to the Alberta economy | * In person
* Phone/Email with updates
* Alumni, Business, Community meetings and events
 | Ongoing | * Increase in interest in CUE
* Increase in prospective donors
* Increase in donations to CUE
 |
| **Funding agencies (public and private)*** *in conjunction with Research and faculty*
 | Promote CUE as an exciting and growing Research centre | * In person
* Research events
* Relevant government events
 | Ongoing | * Increase in interactions
* Made aware of potential opportunities
* Increase in funding
 |
| **Higher Education thought leaders/Post-Secondary sector*** *in conjunction with management groups and faculty*
 | Grow awareness of CUE, enhance its reputation and promote CUE’s research | * Participate in Universities Canada events/forums/ discussions
* Submit current list of “experts” to Universities Canada
* Keep connected with regular meetings with other university presidents
* Develop searchable research database, promoting CUE’s research talent
* Encourage faculty to regularly write and submit “Op-Ed” for local media and relevant journals
* Encourage faculty to promote research, news and events externally and internally

(NOTE: these last two could be anything from developments, completion of research projects, exciting/unique changes in programming, student successes, faculty successes, launches etc.) | * As they arise
* As soon as possible
* Monthly
* ASAP
* To be determined
 | * Collaboration/ information requests increase
* General interest from external groups/ post-secondary increases
* Growth in communications with post-secondary presidents
 |
| **News media*** *in conjunction with Marketing & Communications*
* *develop relationships with local media*
* *inform of news and events*
 | Grow awareness and promote CUE as another university option in Edmonton, as a valuable partner/resource/ contributor to Edmonton; raise profile within the community as a whole | * In person
* Phone calls
* Email
 | Ongoing | * Increase in publication and airing of CUE news and events
* Uptake and sharing through news media increases
 |
| **Parents of current students*** *meet and greet parents when on campus*
* *keep open communications*
* *in conjunction with Student Life & Learning / Registrar?*
 | Assure that CUE is the best choice for their child; promote CUE as warm, welcoming and friendly, dedicated to the highest-quality education, professional, well-regarded | * Website (news)
* Social Media
* Campus visits
* Events (e.g. Convocation, sports events, arts events)
 | * Daily/weekly
* Daily/weekly
* As required
* Annually; as scheduled
 | * Increase in goodwill/visits
* Increase in referrals
* Positive feedback through social chatter
* Testimonials
 |
| **Parents of High School Students*** *meet and greet parents when on campus*
* *keep open communications in conjunction with Student Life & Learning / Registrar?*
 | Promote CUE as a viable option for their child; promote CUE as warm, welcoming and friendly, dedicated to the highest-quality education, professional, well-regarded | * Website (news)
* Social Media
* Parents’ Info Night
* Campus visits
 | * Daily/weekly
* Daily/weekly
* Bi-annually
* As required
 | * Increase in goodwill/visits
* Increase in referrals
* Positive feedback through social chatter
* Testimonials
* Enrolment numbers
 |
| **Prospective Students – undergraduate and graduate*** *in conjunction with Recruitment*
 | Promote CUE as a viable university option; promote CUE as welcoming, fun and friendly; dedicated to the highest-quality education, professional, well-regarded | * Open House
* Website
* Social Media
* Info Night
* Campus visits
 | * Annually (October)
* Daily
* Daily/weekly
* Annually (March)
* As required
 | * Enrolment numbers
* Student for A Day numbers
* Number of visits
* Positive feedback through social chatter
* Testimonials
 |