

Telling Our Story

CALS Communications Strategy

CALS Communications

Content Creation

Publications

PR & Events

Creative Services

CALS Communications Observations

- Perspectives framed our focus
- Episodic + Transactional Communications
- Reactive vs. Proactive
- Talented Team – New Direction

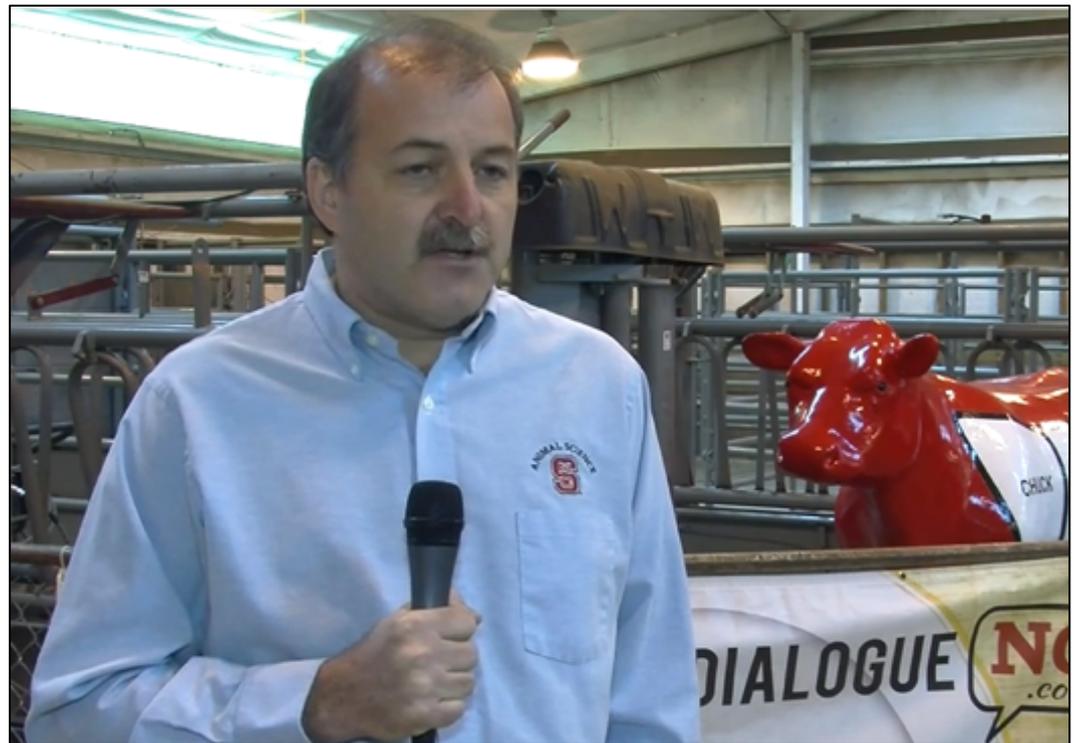
Transition to Strategic Communicators

Strategic Communicators

Understanding and engaging key audiences to create, strengthen, or preserve opportunities to advance your brand, interests, and objectives through the use of coordinated messages, themes, programs and plans, synchronized across all organizational activities.

Storytellers

Strategic
Intentional
Connectional
Targeted
Consistent
Effective



Story = Brand

The emotional connection between CALS and our Stakeholders.

✓ **Answers “Our Why?”**

Why we do what we do, and the needs we meet in a way no one else can

✓ **Identifies & Engages Stakeholders**

Who should we speak to, what voice should be used and what do we need to accomplish

✓ **Becomes Experiential**

Live the brand – make it meaningful to stakeholders, reflected in all aspects of our communications – an ongoing experience

✓ **Aligns With Mission & Vision**

Provides insight into past and points the way forward – who we are becoming

Story Considerations

- ✓ **What are we trying to achieve?**
- ✓ **Who are we trying to reach?**
- ✓ **What do they want to hear, and what do we need them to hear?**
- ✓ **How do they want to hear it?**
- ✓ **What do we want them to do once they hear it?**
- ✓ **How do we know if we were successful?**

CALS Communications Planner

College of Agriculture
and Life Sciences

CALS Communications Post Planner

Publish Date

Topic

Who is the audience?

What do you want them to know?

Description of available images

Headline

Introduction

Conclusion

Call-to-action
What you want them to do once they have read the story.

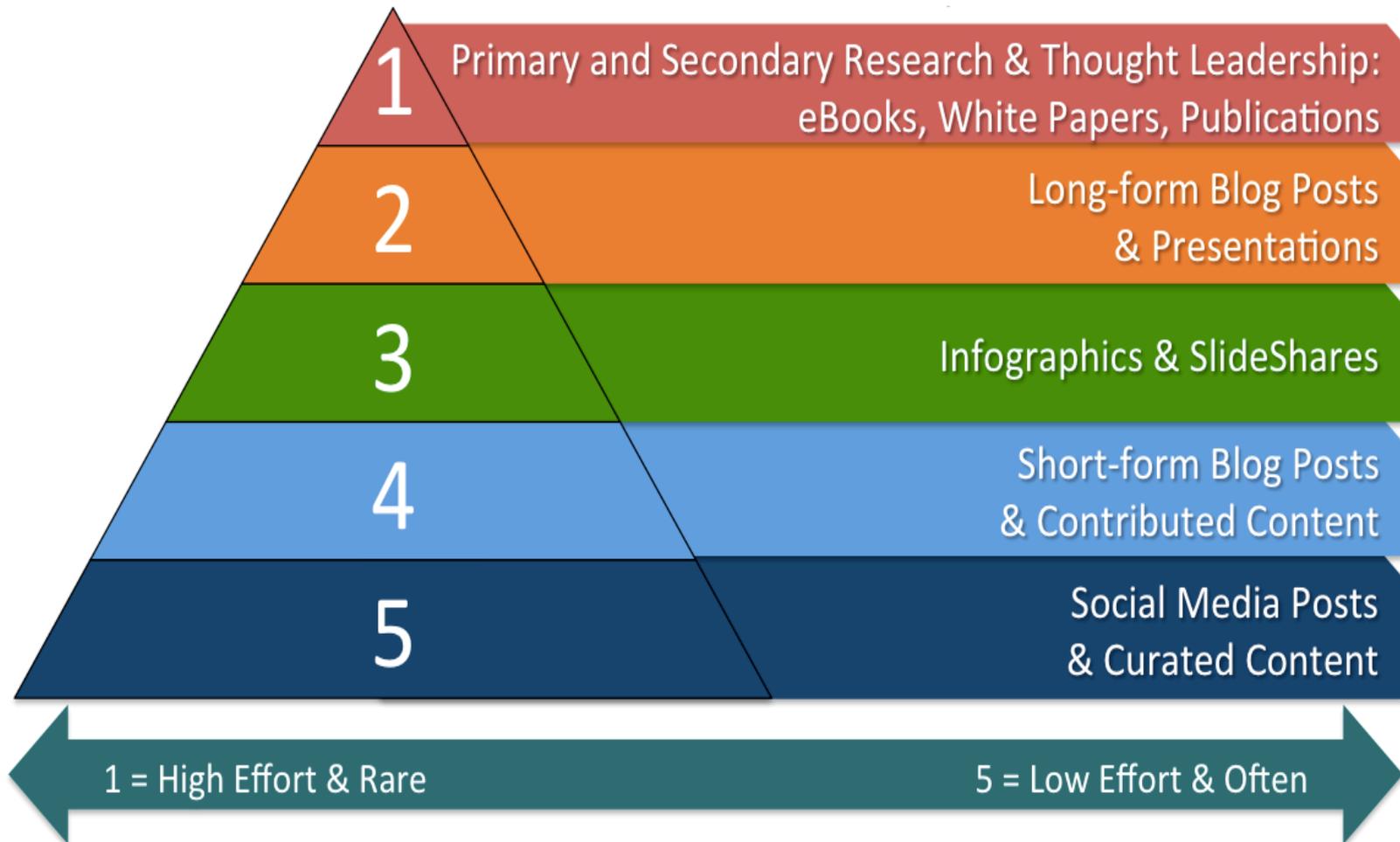
Contact information

Post checklist: Getting it done

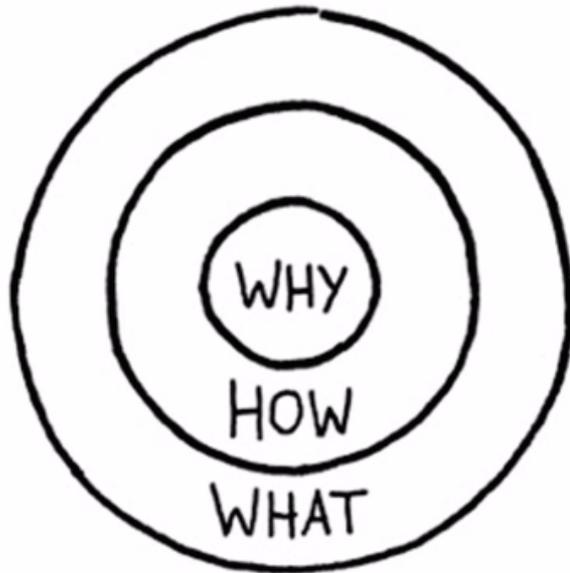
Shared on social media

Draft written	Twitter	Shared in other ways (list)
Copy edited	Facebook	
Images secured	Instagram	
Images uploaded	Pinterest	
Post scheduled	Other:	

Content Pyramid



The Golden Circle – Starting With Why



What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know why they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

Brand Promise

CALS transforms challenges into agricultural and life sciences opportunities that benefit our state, the nation and the world.

We think and do.

Core Messages

CALS is a **world leader** in **solving** grand challenges in **food, agriculture, energy and the environment**.

CALS promotes a college-wide culture of **partnership-driven, integrated and interdisciplinary teams** recognized for solving **local, state and global grand challenges**.

CALS creates **innovative public-private partnerships** that enhance College programs, capacity and infrastructure, which **enables** the **University** community and **stakeholders** to **prosper economically, societally and intellectually**.

CALS is a leader in **experiential education**, with alumni and students who make the world better.

Themes

- Discover** Research, develop and explore
- Develop** Translate research into innovation, create public-private partnerships, ventures and trusts
- Teach** Deliver graduate and post-graduate agricultural and life science education for a lifetime
- Connect** Deliver vast extent of CALS resources, research and innovation to North Carolina and global stakeholders
- Impact** What happens when we transform challenges into opportunities

Targets

Investors	local, state, federal, public, private funders
Innovators	researchers, professors, Extension specialists, AgBio companies and organizations
Implementers	farmers, agribusinesses, commodity groups, agriculturalists, Extension clients
Connectors	Extension agents, 4-H leaders, CALS faculty and staff, commodity groups
Students	current CALS undergraduates, post-graduates
Prospects	K-12 students, 4-H'ers, ag educators, teachers, guidance counselors, parents, PTAs
Alumni & Friends	graduates, clients, supporters
Influencers	commercial media, community & state leaders, bloggers, civic and faith-based organizations

CALS Communications Content Map

 College of Agriculture and Life Sciences		CALS Communications Content Map			
Month, Year	Academic	Research	Extension	Advancement	
Investors local, state, federal, public, private funders					
Innovators researchers, professors, Extension specialists, AgBio companies and organizations					
Implementers farmers, agribusinesses, commodity groups, agriculturalists, Extension clients					
Connectors Extension agents, 4-H leaders, CALS faculty and staff, commodity groups					
Influencers commercial media, community leaders, bloggers, civic and faith-based organizations					
Students					
Prospects K-12 students, 4-H'ers, ag educators, teachers, guidance counselors, parents, PTAs					
Alumni and Friends					

CALS Homepage Features

NC STATE UNIVERSITY	College of Agriculture and Life Sciences	CALS Homepage Features			
		Goal: Four per week, crossing systems and functions			
		Color Codes: PLANT ANIMAL FOOD HUMAN			
Date	Featured Story	Academic (Teach)	Research (Discover)	Extension (Apply)	Crosses Functions

Discover More Online

CALS Comm 101 Workshops & Resources
cals.ncsu.edu/cals-comm/cals-comm-101-workshops

CALS Comm Website
cals.ncsu.edu/cals-comm