

# 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

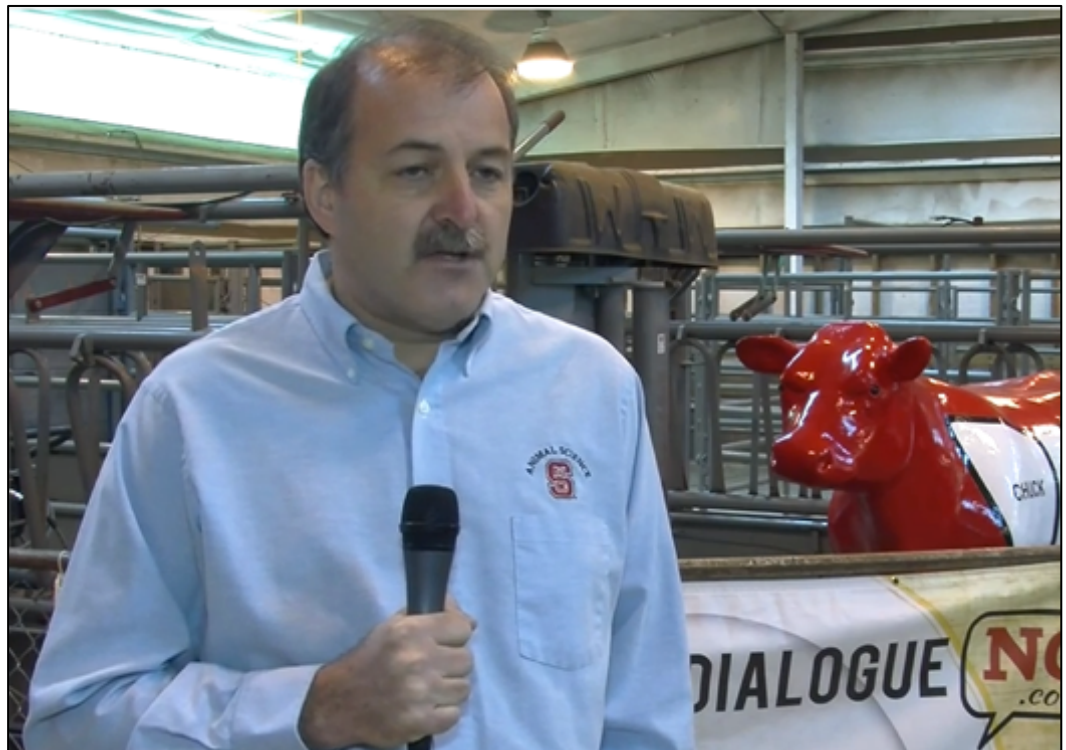
**Transition to Strategic Communicators**

## 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

✓ **Becomes Experiential**

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

✓ **Identifies & Engages Stakeholders**

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

✓ **Aligns With Mission & Vision**

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

# Story Considerations

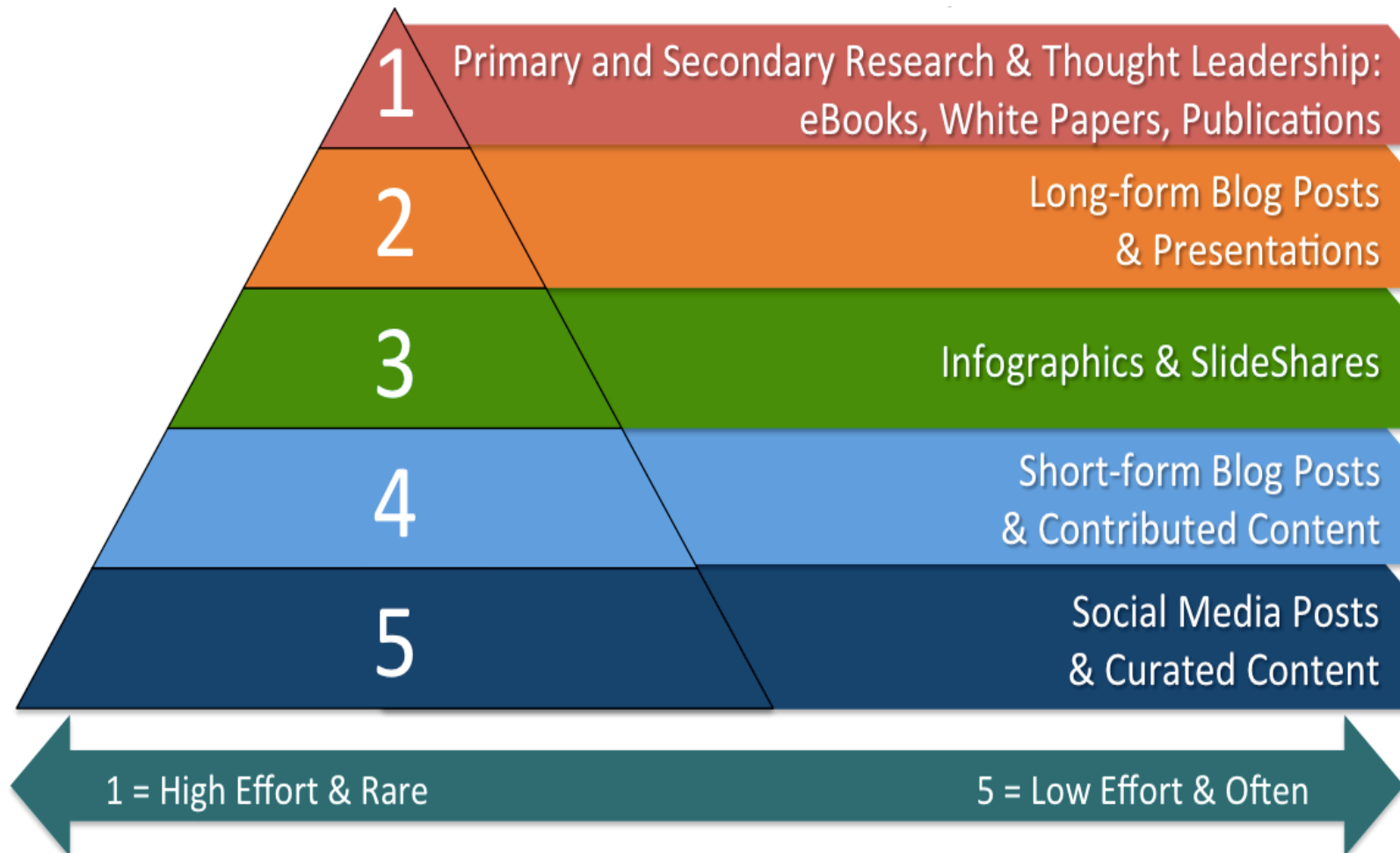
- ✓ **What are we trying to achieve?**
- ✓ **Who are we trying to reach?**
- ✓ **What do they want to hear, and what do we need them to hear?**
- ✓ **How do they want to hear it?**
- ✓ **What do we want them to do once they hear it?**
- ✓ **How do we know if we were successful?**

# CALS Communications Planner

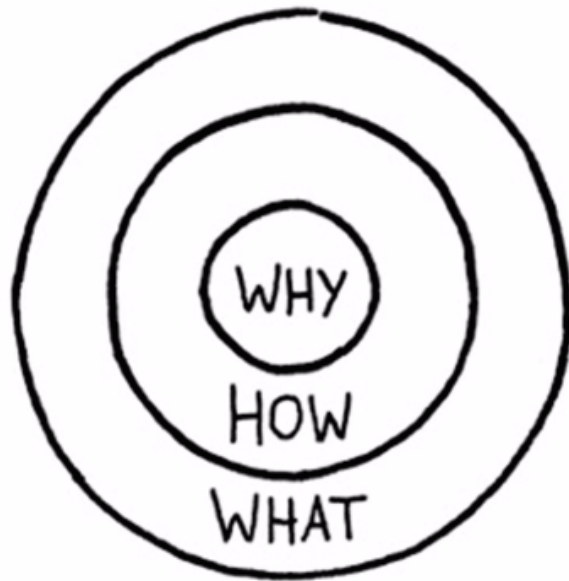
NC STATE UNIVERSITY College of Agriculture and Life Sciences		CALS Communications Post Planner	
Publish Date		Topic	
Who is the audience?			
What do you want them to know?			
Description of available images			
Headline			
Introduction			
Conclusion			
Call-to-action <i>What you want them to do once they have read the story.</i>			
Contact information			
Post checklist: Getting it done		Shared on social media	
Draft written		Twitter	Shared in other ways <i>(list)</i>
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

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

# CALS Communications Content Map

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

# CALS Homepage Features

<div><div>NC STATE UNIVERSITY</div><div>College of Agriculture and Life Sciences</div></div>		<div>CALS Homepage Features</div> <div>Goal: Four per week, crossing systems and functions</div> <div>Color Codes: <span>PLANT</span> <span>ANIMAL</span> <span>FOOD</span> <span>HUMAN</span></div>			
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](https://cals.ncsu.edu/cals-comm/cals-comm-101-workshops)

CALS Comm Website  
[cals.ncsu.edu/cals-comm](https://cals.ncsu.edu/cals-comm)