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

CALS Communications Plan

<table>
<thead>
<tr>
<th>Publish Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is the audience?</td>
<td></td>
</tr>
<tr>
<td>What do you want them to know?</td>
<td></td>
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<tr>
<td>Description of available images</td>
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<tr>
<td>Headline</td>
<td></td>
</tr>
<tr>
<td>Introduction</td>
<td></td>
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<tr>
<td>Conclusion</td>
<td></td>
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<tr>
<td>Call-to-action: What you want them to do once they have read the story</td>
<td></td>
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<tr>
<td>Contact information</td>
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<tr>
<td>Post checklist: Getting it done</td>
<td>Shared on social media</td>
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<tr>
<td>Draft written</td>
<td>Twitter</td>
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<tr>
<td>Copy edited</td>
<td>Facebook</td>
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<tr>
<td>Images secured</td>
<td>Instagram</td>
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<tr>
<td>Images uploaded</td>
<td>Pinterest</td>
</tr>
<tr>
<td>Post scheduled</td>
<td>Other</td>
</tr>
</tbody>
</table>

Shared in other ways (list)
Content Pyramid

1. Primary and Secondary Research & Thought Leadership: eBooks, White Papers, Publications
2. Long-form Blog Posts & Presentations
3. Infographics & SlideShares
4. Short-form Blog Posts & Contributed Content
5. Social Media Posts & Curated Content

1 = High Effort & Rare
5 = Low Effort & Often

Framework concept from Curata – www.curata.com
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

<table>
<thead>
<tr>
<th>Month, Year</th>
<th>Academic</th>
<th>Research</th>
<th>Extension</th>
<th>Advancement</th>
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</thead>
<tbody>
<tr>
<td>Investors</td>
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<td>Innovators</td>
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<td>Implementers</td>
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<td>Connectors</td>
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<td>Influencers</td>
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<td>Students</td>
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<td>Prospects</td>
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<tr>
<td>Alumni and Friends</td>
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## CALS Homepage Features

<table>
<thead>
<tr>
<th>Date</th>
<th>Featured Story</th>
<th>Academic (Teach)</th>
<th>Research (Discover)</th>
<th>Extension (Apply)</th>
<th>Crosses Functions</th>
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Discover More Online

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

CALS Comm Website
[link]
cals.ncsu.edu/cals-comm