Eliminated billboards and increased digital media buy by 15%

Confirmed the role of television in the ad mix

Extended use of :30 commercial by using short-form video elements in digital/social advertising

Launched first ever paid social campaign including social video

Established baseline metrics for advertising performance by channel

Laid groundwork for optimizing user experience from first contract through application
EARNED ENGAGEMENT

THE HUFFINGTON POST

THE WASHINGTON POST

WALL STREET JOURNAL

FORTUNE

TIME

U.S. News

THE NEW YORK TIMES

NATIONAL GEOGRAPHIC

THE CHRONICLE OF HIGHER EDUCATION

Newsweek

PennState Strategic Communications
Raise National and Global Media Profile

Create an Active Media Program

Ensure Alignment with University Priorities

Build Unique Content Through Active Storytelling

Define Measurement and Metrics

Target and Increase Coverage of Penn State in Top 80 Worldwide Outlets
Election 2016: Research Behind the Race

40+ faculty researcher experts and aggregated more than 1,000 media clips

980+ million impressions

In one year the blog had approximately 90 posts with 13,600 page views

THE CONVERSATION

60 articles, 45 authors

3.39+ million reads

160 media organizations republished:

- The Associated Press: 34
- The Huffington Post: 19
- Business Insider: 10
- Newsweek: 6
- U.S. News and World Report: 5
- TIME: 2
- The Washington Post: 1
Top Tier Placements & Engagement

The last woolly mammoths died of thirst
48 placements, 11,241,118 impressions
Social: 84,400 impressions
Featured in:
- The New York Times
- Discover Magazine
- Fast Company
- Smithsonian
- Newsweek
- The Washington Post
- Science World Report

South American fossil tomatillos show nightshades evolved earlier than thought;
146 placements, 8,595,661 impressions
Social: 108,500 impressions
Featured in:
- The New York Times
- The Washington Post
- BBC News
- NPR
- Scientific American
- Smithsonian

Canola oil may cut belly fat
278 placements, 7,599,882 impressions
Topic of a Facebook Live (social)
Social: 194,800 impressions
Featured in:
- Women's Health Magazine
- Yahoo! Beauty
- AOL.com
- UPI
- Redbook Magazine
- Science World Report
- Counsel & Heal
Strategic Use of Social Channels

Forbes
30 Under 30

John Urschel
Age 25 - Mathematics alumnus

Forbes says:
Urschel has published six peer-reviewed mathematics papers to date and has three more ready for review. That’s a respectable publication history for someone who only started pursuing their PhD at MIT this year. He’s won academic awards for his math prowess. All this while playing guard for the Baltimore Ravens.

and students. faculty
Measurement: January 2017

**SOCIAL:**
1,103,200 followers
16,705,462 impressions*

**PROACTIVE MEDIA:**
29 unique stories pitched
1,143 pickups and 140,220,553 impressions**

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* Impressions are the number of times the content is displayed.
**Impressions: estimated total people who have viewed a given article.
Focus for 2017 and Beyond

- Build on refreshed identity with elevated messaging, tone and look.
- Increase content development and visual storytelling.
- Strategic outreach and engagement to high impact outlets.
- Launch brand impact campaigns, across both owned, earned, shared and paid channels.
- Create a culture testing and measurement that results in continuous improvement and positive brand impact.
Challenges

PRIORITIZATION: National vs. regional marketing

ALIGNMENT: Decentralized University communications structure
THANK YOU
Advocacy and Capital Day programs

Presentation to the Committee on Outreach, Development, and Community Relations
Board of Trustees

Paul Clifford, CEO, Penn State Alumni Association
Zack Moore, VP Government and Community Relations
February 23, 2017
Introduction

• Since its launch in November 2003, the Penn State Grassroots Network has had a close, collegial, and collaborative relationship with Penn State’s Office of Government and Community Relations.

• In recent weeks, we have begun a series of talks about ways for the two offices to work even more closely together.

• Here’s an outline of our progress to date.
Our roles

• The Network is the Penn State Alumni Association’s legislative education and advocacy program. Its charge is to keep its volunteer members informed about Penn State’s legislative goals and help them reach out to elected officials as advocates for Penn State

• OGCR’s primary goal is to facilitate positive interactions and communications between the University and state, federal, and local government officials, to further Penn State’s three-part mission as the Commonwealth’s sole land-grant institution.

• Together, we craft ways to help Penn Staters advocate for our University in ways that are consistent with Penn State’s legislative goals
Penn State Capital Day
Penn State Capital Day 2017

• #PSUCapitalDay has always included a high-energy rally on the Capitol steps
• Behind the scenes, volunteers have always visited with their legislators, told their Penn State stories
• This year, we are asking for increased support from the administration
• Hoped-for outcomes: an address by President Barron, increased participation from alumni, students, faculty/staff, parents, and Board members
Advocacy Coordination Team (ACT)

- Office of Govt and Community Relations
- Ag. Advocates
- Student Government
- Outreach/WPSU
- Board Of Trustees Office
- Penn State Alumni Association/Grassroots Network
- Strategic Communications
- Commonwealth Campuses
History of Capital Day

• Since 2008, the Network has worked with alumni and student government groups to plan and execute Capital Day
• Rally high points: Fight songs, cheerleaders, Lion mascot, remarks by alumni and student leaders, Berkey Creamery ice cream!
• Legislative visits match up volunteers with the legislators who represent them
• Participation robust in many years, lately declining
Vision for Capital Day

• Draw on expertise of ACT members to plan and implement Capital Day
• Involve President Barron and Board
• Encourage increased participation from Commonwealth campuses
• Encourage more visible rally participation by legislators and legislative staff
• Increase engagement with and participation by alumni
Network activities

- Action alerts throughout the year
- Regional events in key legislative districts
- “Speak Up For Penn State” vodcasts
- Penn State Capital Day
- Friend of Penn State legislative award
- Collaboration with student gov’t groups on “We Are Worth Funding” Day of Action
Legislative agenda

• Help volunteers improve their ongoing efforts to:
  • Support Penn State’s appropriation request, at Capital Day and throughout the budget process
  • Tell legislators how Penn State positively impacts their districts and communities, particularly near Commonwealth campuses
  • Build long-term personal relationships with their elected officials
  • Become valued resources for legislators within their districts
Wrap-up / conclusion

• We believe that creating the Advocacy Coordination Team can help us:
  • Closely align Network and University messaging
  • Boost participation in Network events, especially Capital Day
  • Increase involvement of students and parents
  • Work more closely with Commonwealth campuses on Capital Day and other Network efforts
  • Be more responsive to internal stakeholders in the formation and delivery of advocacy messages
Questions?