Solving for Tomorrow: Communications Planning

Brand Symposium

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About Us

Velvet Hasner
Director of Strategic Communications

Melanie Keeney
Director of Engagement and Outreach
What you’ll learn

▶ Elements of effective communication
▶ Determining your audience
▶ Choosing the right communication tools
▶ Developing (and following) your communications plan
First things first ...

- For events, make sure you allow enough time to get the word out.
- What are you trying to communicate?
  - Why should people care?
- Do you have a call to action?
- What is your goal?
- Who is your audience?
Determining your audience

▶ HINT: It’s not everybody

We ain't one-at-a-timin' here. We're MASS communicating!
Possible audiences

- Internal (campus community)
  - Students
  - Faculty
  - Staff

- External
  - Alumni
  - K-12 students and/or parents
  - Parents and families of students
  - Prospective S&T students
  - General public
Internal communication tools

- Campus Calendar, calendar.mst.edu
- eConnection, econnection.mst.edu – official S&T news source
  - Faculty and Staff
  - Students
  - Everyone at S&T (faculty, staff and students)
  - Parents and Families
- Accomplishments (econnection.mst.edu)
- MinerBytes, minerbytes.mst.edu
External tools

- Community Connect, community.mst.edu
- Visit Rolla, visitrolla.com
- Peach Jar, rolla31.org/community/peachjar_digital_flyers
- Keep it in brand brand.mst.edu
Community communication tools

- Miner Alumni Association
- Morning Mayors
- Phelps for the Fort
- Rolla Downtown Business Association
- Rolla City Council
- Rolla Area Chamber of Commerce
  - Monthly luncheon
  - First Friday Coffee
Resources

Kimber Crull
Manager of Internal and Executive Communications

Courtney Jones
Director of Kummer Center for STEM Education

Melanie Keeney
Director of Engagement and Outreach
Don’t forget about ...

- Interpersonal communication
- Invitations
- Media relations
- Print publications
- Social media
Every plan needs

- Purpose
- Goal
- Tactics, using a variety of communication tools
- Schedule, keeping logistics and deadlines in mind
Thank you! Questions?

Velvet Hasner
hasnerv@mst.edu

Melanie Keeney
mkeeney@mst.edu

marketing.mst.edu