



Missouri University of Science and Technology

Solving for Tomorrow: Communications Planning

Brand Symposium

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About Us



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Communications



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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



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?

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