



Association of International
Education Administrators

2020 ANNUAL CONFERENCE

*Rethinking Comprehensive
Internationalization for a
Global Generation*

Telling Your Global Story: Communications Resources and Strategies

Gale Lynch, The New School

Rick Lee, Rutgers, The State University of New Jersey

Bonnie Shea, University of California, Davis

Session Outcomes

- Importance of communicating value internally and externally
- Tips and resources for tailoring communications planning to institutional goals, with varying resources, using various techniques
- Using communications to build collaborations and partnerships, awareness and visibility
- Ways for SIOs and international organizations to be ambassadors, change agents

THE NEW SCHOOL

**“I SHALL NEVER CEASE TO
THRILL TO THE EXCITEMENT OF
A NEW IDEA.”**

— Clara Mayer

**Former New School dean and trustee
Educator**





1921

FIRST STEPS IN PARIS



1930

A HOME IN GREENWICH VILLAGE



1933

THE UNIVERSITY IN EXILE



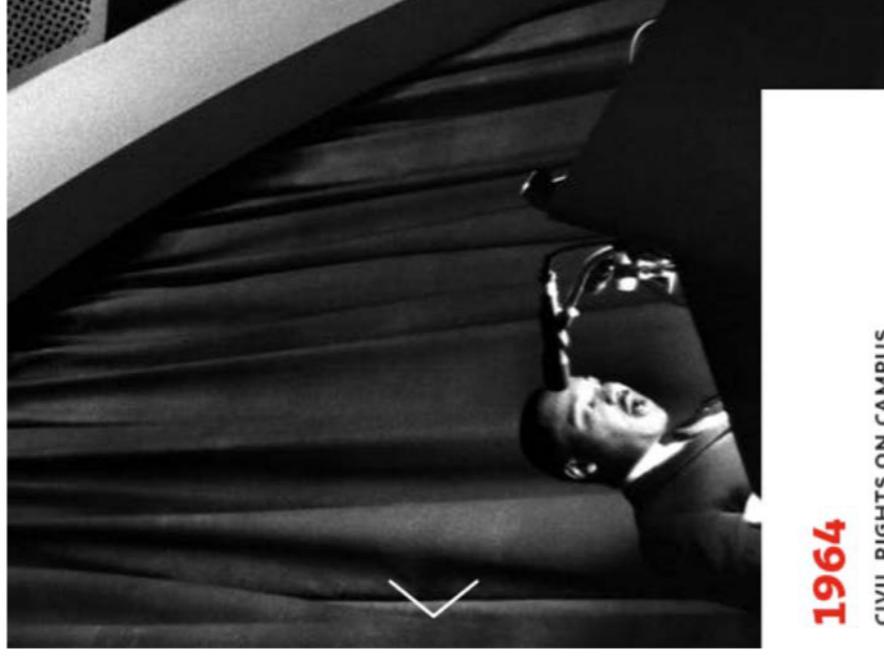
1946

GREAT MINDS REVEAL HISTORY



1962

CELEBRATING WOMEN IN HISTORY



1964

CIVIL RIGHTS ON CAMPUS



1985

LANG - A NEW KIND OF UNDERGRAD



1970

DESIGN AS DISCIPLINE



1986

LEARNING FROM LEGENDS OF JAZZ



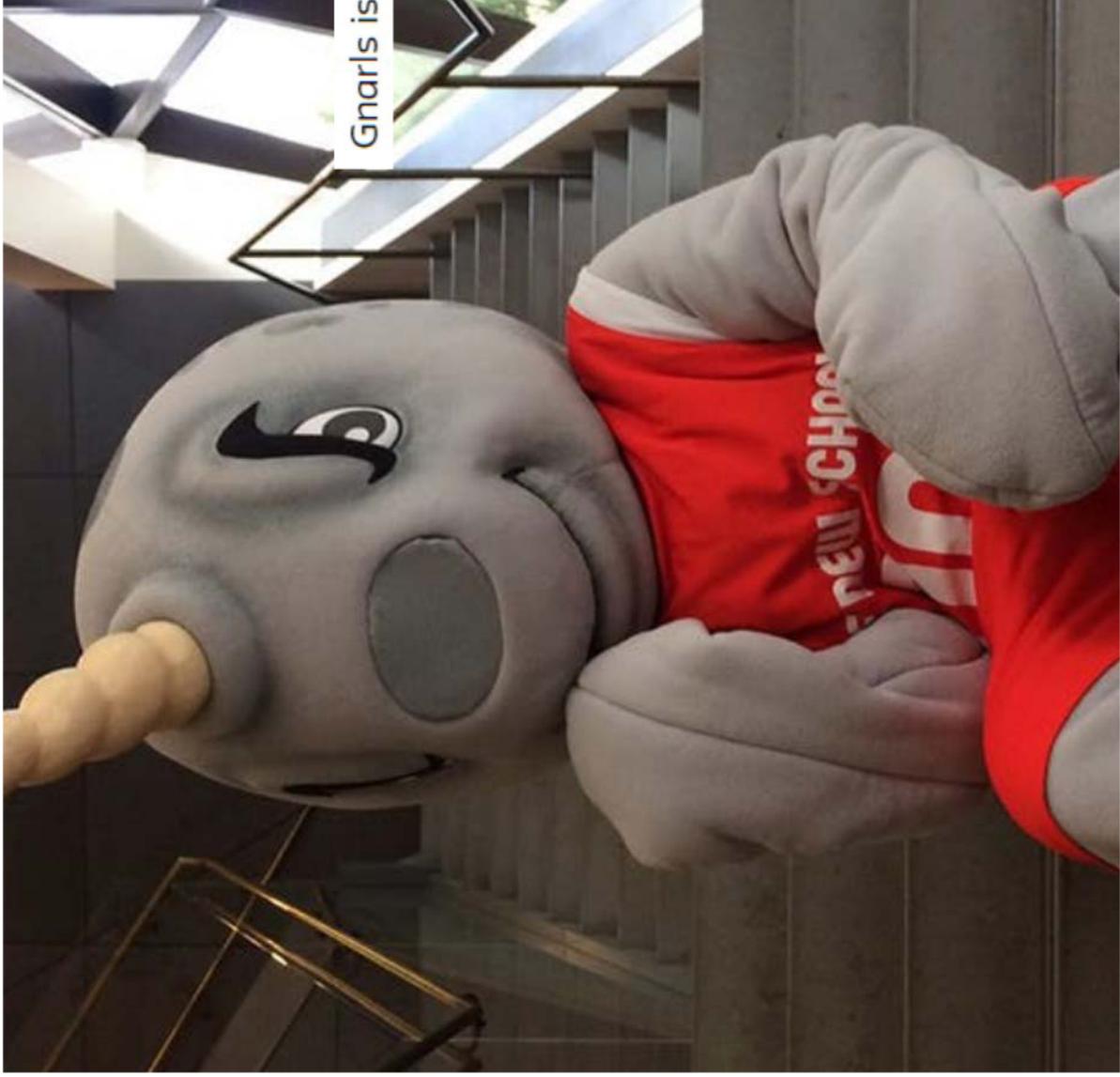
1989

MANNES JOINS THE NEW SCHOOL



1994

A THEATRICAL AWAKENING



Gnarls is the official mascot for The New School

GNARLS[™]





Global Engagement and International Support Services International Student & Scholar Services and Study Abroad



US News & World Report lists The New School #1 for highest percentage of international students



3,400+ international students

800+ on OPT & STEM OPT

From 116 countries

Top 5 countries

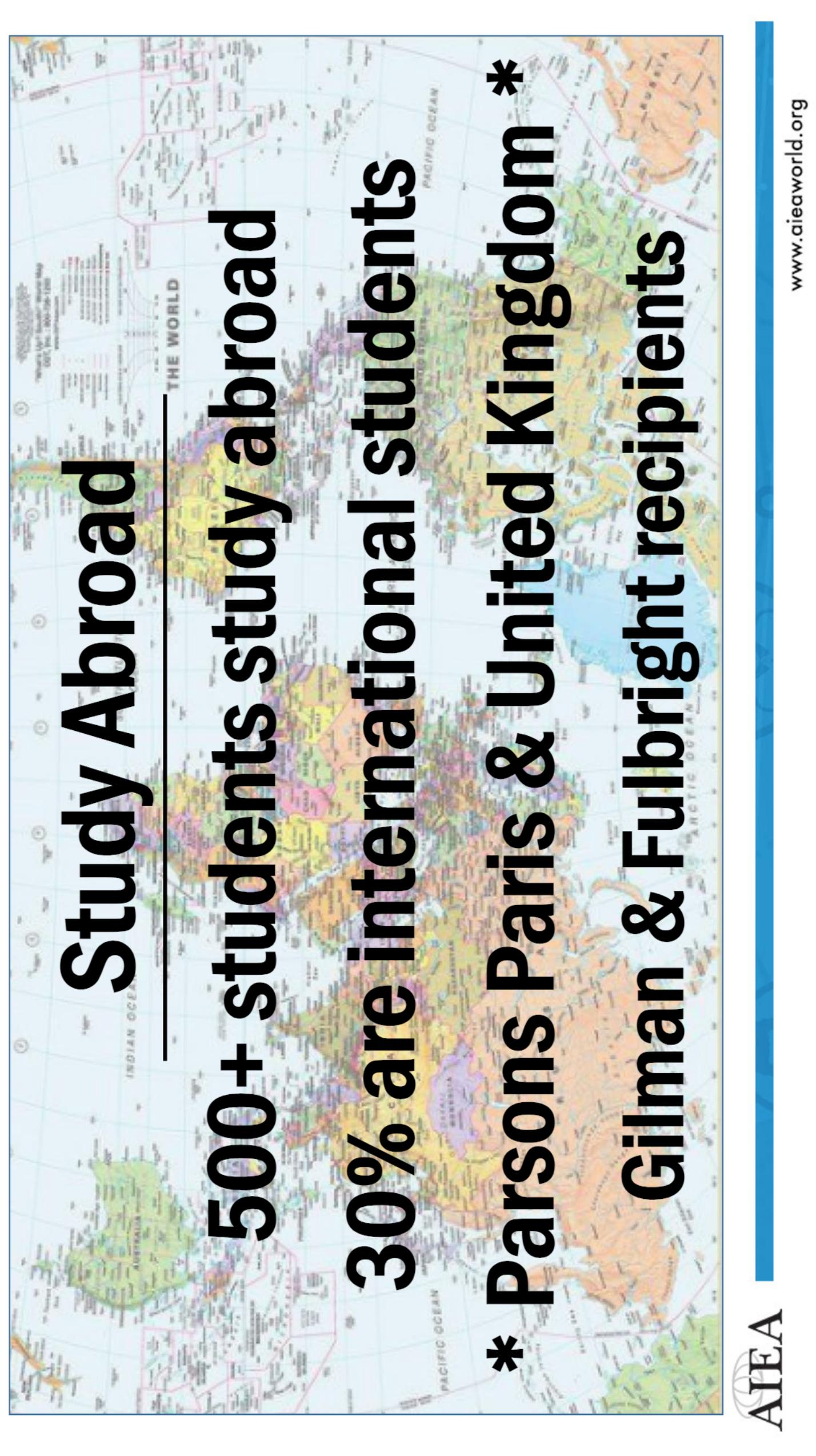
China

South Korea

Canada

Taiwan

Brazil

A world map showing continents and oceans, serving as a background for the text. The map is oriented with North at the top. Labels for 'INDIAN OCEAN', 'PACIFIC OCEAN', and 'ARCTIC OCEAN' are visible. The title 'THE WORLD' is centered at the top.

Study Abroad

500+ students study abroad

30% are international students

*** Parsons Paris & United Kingdom ***

Gilman & Fulbright recipients

Telling Your Global Story: Communications Resources & Strategies

**SIOs as Strategists, Skilled Communicators,
Entrepreneurs & Change Agents**

INTERNATIONAL STUDENT & SCHOLAR SERVICES

Under-
resourced

Under-staffed

“Protectionist”

High staff
turnover

Over-
worked

The office
of “NO”

**“WE DON’T NEED MORE OF THE
SAME, WE NEED BETTER IDEAS.”**

— Anna Sui

**New School/Parsons alumna
Fashion design entrepreneur**



INTERNATIONAL STUDENT & SCHOLAR SERVICES

YES!

Let us
look into
that!

Improve
our
reputation

*Tell the
student
story*

Become the
international
resource

Build
relationships

**RE-BRAND
ISSS**

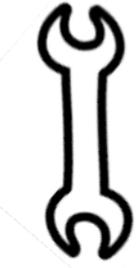
**“CREATIVITY IS THE POWER TO
REJECT THE PAST, TO CHANGE
THE STATUS QUO, AND TO SEEK
NEW POTENTIAL.”**

— Ai Weiwei

New School/Parsons alumnus
Artist and activist







**Identify
stake-
holder
offices &
staff**

**Match
them
with
individua
l staff
members**

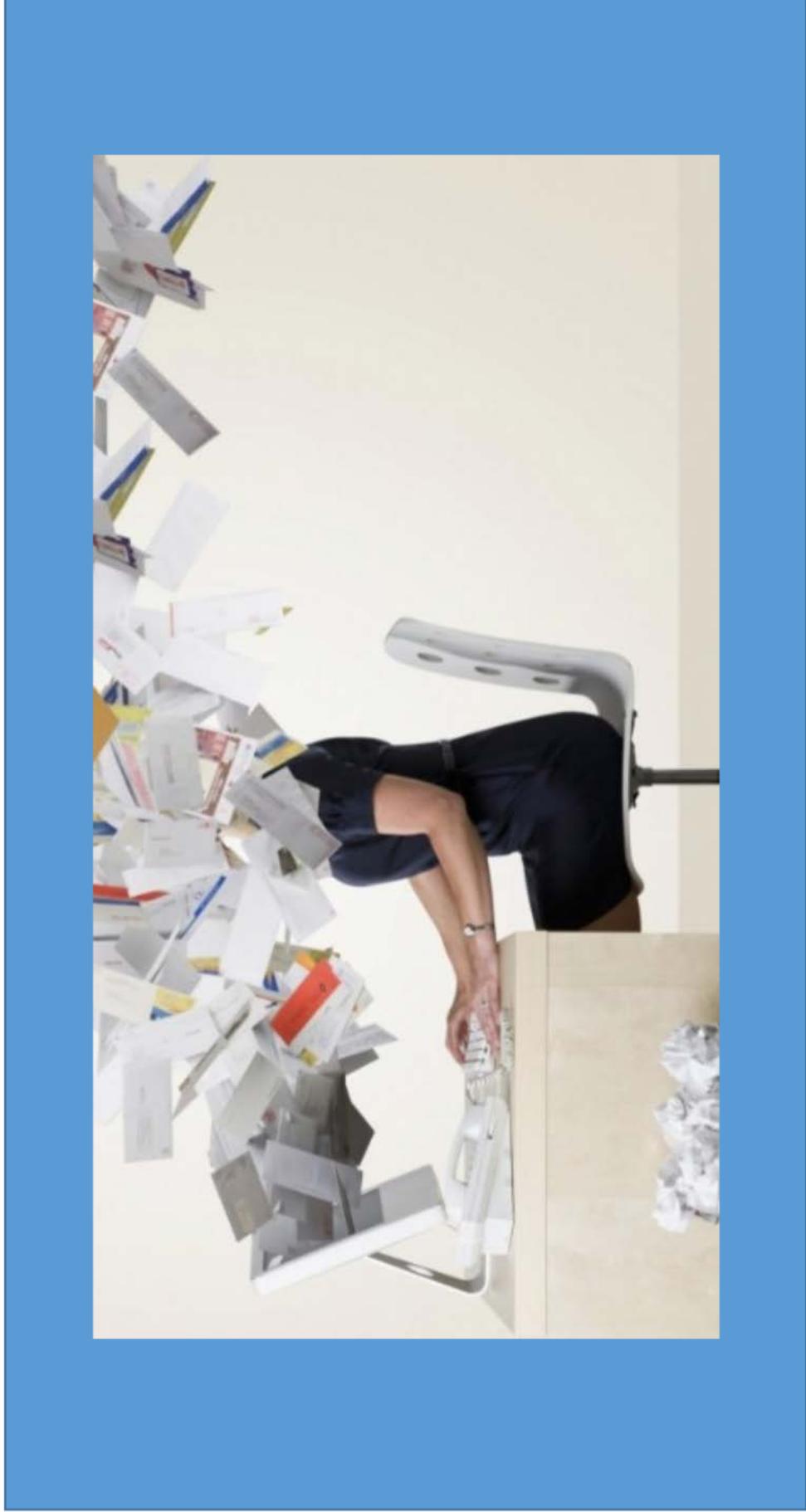
**Staff and
leadershi
p meet
with
Liaison
offices to
share the
vision**

**Maintain
regular
contact
and CMC**

**“SAY YES TO ALMOST
EVERYTHING. DON'T BE AFRAID
TO FAIL, AND DON'T BE AFRAID
TO WORK HARD.”**



— Ryan McGinley
New School/Parsons alumnus
Artist and photographer



**“I CAN’T UNDERSTAND WHY
PEOPLE ARE FRIGHTEENED OF
NEW IDEAS. I’M FRIGHTEENED OF
THE OLD ONES.”**

— John Cage

**Former New School faculty
Avant-garde composer**



INTERNATIONAL STUDENT & SCHOLAR SERVICES

YES!

We will look into that!

Telling student stories

Excellent reputation

We are the international resource

Liaison relationships

**Competent
Helpful
Responsive
Relational**

**“ARRIVING AT ONE GOAL IS THE
STARTING POINT TO ANOTHER.”**



— John Dewey

Co-founder of The New School
Influential educational reformer

Rutgers, The State University of New Jersey



- Educating students in northern, central, and southern New Jersey
- Internationally recognized comprehensive public research university
- Renowned faculty and award-winning students
- Contributing to our communities through academics, research, and collaboration

Rutgers' Mission

Rutgers' threefold mission focuses on

- Providing for the educational needs of New Jersey through our undergraduate, graduate, and continuing education programs
- Conducting cutting-edge research that contributes to the health, environmental, social, and cultural well-being of the State, nation, and world, as well as strengthening the economy and supporting businesses and industries
- Performing public service in response to the needs of the people of the State and their local, county, and State governments





Points of Pride

- A historic university—chartered in 1766
- Eighth-oldest university in America
- Devoted to serving New Jersey
- Renowned faculty—numerous awards and accolades
- Diverse student population, from 50 states and 120 countries
- Focused on education, innovation, and community
- Preparing tomorrow’s leaders through exceptional education
- Leader in academic health care
- Recognized as one of the world’s top universities

By the Numbers

70,000+

students

83%

in-state
residents

29

schools and
colleges

150+

undergrad
majors

18,000+

degrees awarded
annually

515,000+

alumni

23,700+

faculty and staff

400+

grad programs



China Office

International Academic Support

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Programs

Partnerships

Study Abroad

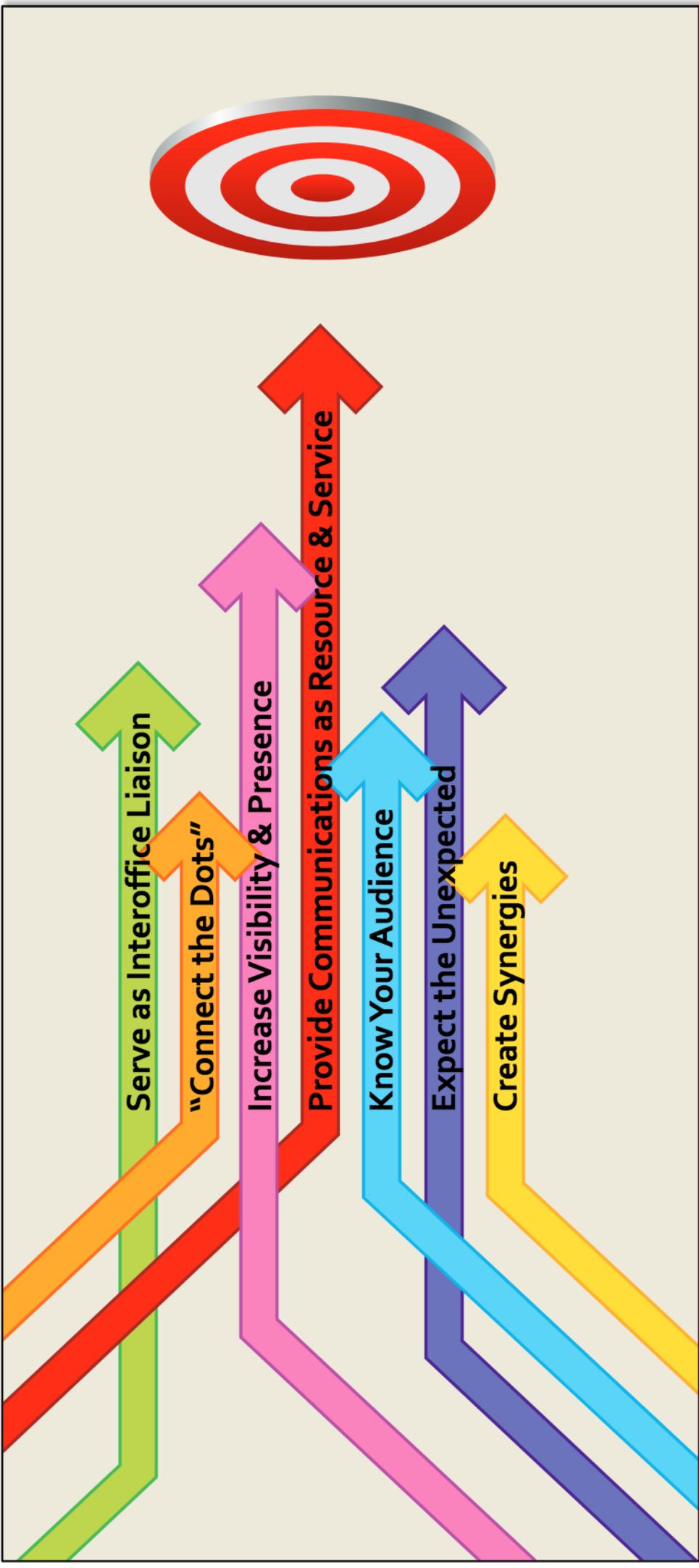
Professional Development and Training

Rutgers Global Communications “Formula”



**Programs
& Partnerships
+ Communications
= “Jersey Roots, Global Reach™”**

Role of Programs & Partnerships Offices



Strategic Communications Examples

Communicating through ...



... Events

... Research

... Partnerships

... Events & Partnerships

... Events & Research

Communicating through Events

FOOD JUSTICE, FOOD POLICIES, AND LOCAL FOOD INSECURITY

A CRITICAL CONVERSATION ABOUT FOOD ON UNITED NATIONS DAY

TUESDAY, OCTOBER 22, 2019 | 6:30 pm - 10:00 pm | COLLEGE AVENUE STUDENT CENTER
6:30 pm - INFO FAIR AND RECEPTION | 7:30 pm - PRESENTATIONS | 9:00 pm - BREAKOUT DISCUSSION

>>> REGISTER AT: bit.ly/rutgerstfoodinsecurity <<<

ALYSHIA GÁLVEZ
The New School

Author of Eating NAFTA: Trade, Food Policies, and the Destruction of Mexico

XENIA MORIN
School of Environmental and Biological Sciences

GABRIELLE ROSSI
The Dream Project

Attendees are encouraged (though not required) to bring a non-perishable food item to donate to Rutgers Against Hunger and the Rutgers Student Food Pantry.

Students are reminded that the Rutgers Student Food Pantry is free and available to all students who may need to use it. No appointment is necessary.

The Rutgers Student Food Pantry is located at 39 Union Street.






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Thank You Back the Hip



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NJ Organizations Assist Those Facing Food Insecurity

24 Nov 2019 / Michael Cabrile

Hunger Relief



Communicating through Events

ENGAGING WITH THE GLOBAL GOALS, BUILDING A SUSTAINABLE FUTURE AT NEWARK

March 1, 2019 | 11:30AM - 4:00PM
 Bove Auditorium (1 Washington Park, Newark, NJ)

Register at bit.ly/RutgersNewarkGlobalGoals
 Free lunch provided with the event!



Welcoming Remarks

Jeana Wirttenberg
Associate Director, Rutgers Institute for Corporate Social Innovation

Yaw M. Mensah
Executive Vice Dean, Rutgers Business School

Speakers

Nathaly Agosto Fijón
Chief Sustainability Officer, City of Newark

Gary Cohen
Founder, Rutgers Institute for Corporate Social Innovation

Tobias A. Fox
Founder and Director, Newark, Newark, Science and Sustainability, Inc.

Jens Molbak
Founder, WinWin

Students are invited to collaborate with Newark business and community leaders to design innovative social impact projects inspired by the United Nations Sustainable Development Goals (SDGs), otherwise known as the Global Goals. Topics to be discussed include:

- Health & Wellness (SDGs 2, 3, 11, 12)
- Employment Issues (SDGs 1, 5, 8, 9, 10)
- Education Issues (SDGs 4, 10)
- Climate & Environmental Justice (SDGs 6, 7, 10, 13)
- Built Environment/Ecological Building (SDGs 11, 15)

General Inquiries: Jeana Wirttenberg (wirttenberg@business.rutgers.edu)
Registration Questions: Greg Costello (costello@global.rutgers.edu)



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School of Environmental and Biological Sciences

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COLLECTIVE IMPACT
FOR THE GLOBAL GOALS - NEWARK
FIRST PRIZE

RUTGERS
Institute for Corporate
Social Innovation

071-02 07102

\$1,000.00

The first-place team helped to carry out a program to curb hunger among school children in Newark. Pictured here: Team members Rutgers Police Lt. Jamie Hendrix and MBA student Michael Gendy, posing with Professor Jeana Wirttenberg.

Communicating through Research



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Sign up to receive the latest thought leadership and stories from Rutgers University-Camden.

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I'm not a robot

Rutgers-Camden Center Receives \$3 Million USAID Grant to Support Efforts to Grow Democracy in Paraguay

By Mike Sepanic

The USAID (United States Agency for International Development) has awarded a \$3 million grant to Rutgers University-Camden in support of its efforts to launch a Higher Education Center for Ethics, Equity, and Transparency (HECEET) in Paraguay.

The three-year grant will allow the Community Leadership Center at Rutgers-Camden to collaborate with the Universidad Nacional de Asunción (UNA) to create Paraguay's first national higher education anchor for addressing issues of government corruption, public accountability, and equality. The HECEET will improve the capacity of higher education institutions, government entities, school leaders, and the public and private sectors to advance a culture of lawfulness in Paraguay.

Gloria Bonilla-Santago, a Board of Governors Distinguished Service Professor of Public Policy at Rutgers University-Camden, notes that Rutgers is well positioned for this unique partnership designed to promote much-needed democratic reforms in Paraguay. Respected in New Jersey for launching the innovative and successful LEAP (Leadership, Education, And Partnership) Academy University charter school that has transformed the lives of thousands of Camden families, the Rutgers-Camden scholar served as a Fulbright Specialist in Paraguay in 2018. It was then that she witnessed first-hand the need for higher education to become an engine for social growth in that country.



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SUNDAY, FEBRUARY 2, 2020

Rutgers Today > Faculty Excellence







Rutgers Professor Fights to Preserve Her Syrian Homeland

Salam Al Kuntar, a Syrian-born archaeologist, comes to Rutgers through a program that aids scholars at risk

By Andrea Alexander | November 20, 2017

Salam Al Kuntar has spent the past six years fighting to preserve Syria's ancient cultural heritage to ensure that citizens like her who fled the political uprising will have something familiar to come home to when peace is restored.

Al Kuntar left her job as an archaeologist in Syria as conflict in the country escalated. The fighting made it impossible to work on excavation sites. Project funders and collaborators withdrew. She came to the United States through the aid of an international organization that places scholars at risk at universities to continue their research. Since leaving her homeland, Al Kuntar has become one of the world's leading advocates for protecting Syrian historical sites and artifacts.

"When people move into the diaspora, they lose their connection with their home country and disappear," Al Kuntar said. "For me, keeping that connection alive and building on it to preserve the spirit of the people is important."

Al Kuntar is spending the academic year at Rutgers University-New Brunswick, where she is bringing her experience into the classroom. She is teaching in the Department of Classics and through the university's Cultural Heritage and Preservation Studies program (CHAPS) in the School of Arts and Sciences. Before Rutgers, she worked at the University of Pennsylvania and New York University.



Photo: Mick Romanenko/Rutgers University

Communicating through Partnerships

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SUNDAY, FEBRUARY 2, 2020

Rutgers Today > Milestones

Rutgers Establishes Collaborative Partnership With Botswana

Plans underway for technology hub, expanded medical training and more

February 15, 2019



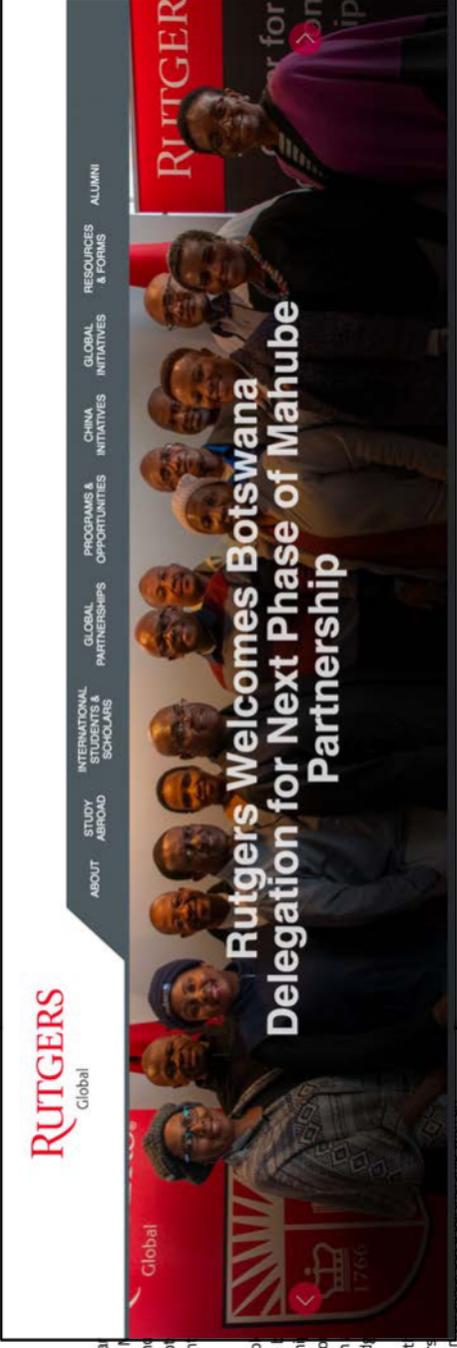
Rutgers President Robert L. Barchi signs the Botswana-Rutgers Mahube Partnership for Transformation with Collen V. Kelapile, ambassador and permanent representative of Botswana to the United Nations, alongside Rutgers senior administrators and faculty.

Photo: Mick Romnenko/Rutgers University High Bias

Rutgers University and Botswana launch the Botswana-Rutgers Mahube Partnership, a joint initiative to exchange knowledge, expertise and resources to develop programs that help Botswana achieve its economic development goals as the country grows into the 21st century in southern Africa.

Led by Botswana President Mokhele Masisi, the agreement is signed by Rutgers President Robert L. Barchi, the Botswana ambassador to the United States, Collen V. Kelapile, and Rutgers senior administrators and faculty. The agreement focuses on health care, information technology, higher education, and entrepreneurship to help Botswana transform from a developing country to a knowledge-based economy into a knowledge-based economy.

"This agreement goes beyond the traditional partnership between a university or a consortium of universities and a nation," President Barchi said. "We are discovering common interests and opportunities, and learning how we can share our expertise to help tackle major issues and cultivate the next generation of leaders."



RUTGERS Global

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Rutgers Welcomes Botswana Delegation for Next Phase of Mahube Partnership

Communicating through Events & Partnerships


 India in New York
 February 22, 2019

"1st ICCR- Rutgers India Conference" at Rutgers University is happening now. The theme of the conference is Delivering Democracy. Stay tuned for more updates.

#IndiaConference
 Indian Council For Cultural Relations Rutgers University Rutgers Global





 NEWS INDIA
 TIMES

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BREAKING NEWS COMMUNITY EAST COAST Education INDIA LEAD STORIES US NEWS

Rutgers University signs MOU with India for visiting lectureship

By a Staff Writer, News India Times - February 22, 2019



India's Consul General in New York Sandeep Chakravorty, left, signs an MOU between the Indian Council for Cultural Relations and Rutgers University Feb. 21, 2019, to establish the ICCR Visiting Lectureship in Contemporary Indian Studies. Rutgers University Senior Vice President for Academic Affairs Barbara A. Lee, right, is seen signing the agreement. (Photo: courtesy Indian Consulate)

Rutgers University N.I. which has a significant number of Indian and Indian-American students

Communicating through Events & Partnerships

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Rutgers Today > Faculty Excellence

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Ghana's President Speaks at Rutgers About Africa's Movement from Poverty to Prosperity

Pres. Akufo-Addo on Rutgers connections to Ghana and faculty efforts to tackle Africa's greatest challenges

By Cynthia Medina | September 23, 2019



Abena Busia, a Rutgers-New Brunswick professor currently on leave while serving as Ghana's ambassador to Brazil, and President Nana

Although there is work to be done to address adversity, President Nana Akufo-Addo of Ghana Achebe Leadership Forum at Rutgers.

"We still need to build roads, lower unemployment and provide clean water, but I also want people offer," Akufo-Addo said during the event on Saturday at Rutgers University School of Arts and Sciences, and Chinua Achebe Foundation.

While calling 2019 the "year of the return," in which African diaspora to experience the continent first to Rutgers University-New Brunswick, said diaspora must also challenge the Western world's stereotypical image of Africa as a homogeneous place of indistinguishable countries.

"Africa has long been subjected to the narrative that all countries within it are masked together, and not as a whole continent filled with many separate countries, each with a different identity," Akufo-Addo said. "Throughout history

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Rutgers University Welcomes Ambassador Philippe Etienne

Communicating through Events & Research

International Women's Day | Wednesday, March 8, 2017

conversations about
Women & Peacemaking
visions, actions, challenges

Roundtable Workshop
Women Organizing for Peace: Theories & Praxis
Wednesday, March 8, 2017 | 2:00 pm - 6:00 pm
Roth Doh Johnson Convocation Building (152 Ryders Lane, New Brunswick, NJ)

Film Screening and Conversation
Women Cross DMZ: Crossing Boundaries for Peace
Wednesday, March 8, 2017 | 7:30 pm - 9:30 pm
College Avenue Student Center (126 College Avenue, New Brunswick, NJ)

Contacts: suzykim@rutgers.edu | rick.keng@global.rutgers.edu

SPEAKERS

AHN KIM Jicong-Ae
Women Making Peace

Charlotte Bunch
Rutgers University

Krishanti Dharmaraj
Rutgers University

Rebecca O. Johnson
Sarah Lawrence College

Gwyn Kirk
International women's network
against Militarism

M. Brinton Lykes
Boston College

Margo Okazawa-Rey
Hamilton College

Cora Weiss
Hague Appeal for Peace

Participants of the 2015
Women's Peace Walk in Korea

MODERATOR
Suzy Kim Rutgers University

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THE UNIVERSITY OF THE STATE OF NEW JERSEY

THE CENTER FOR KOREAN RESEARCH
COLUMBIA UNIVERSITY

SOCIAL JUSTICE

Women and Peace Making

Vol. 46, No. 1

edited by
Suzy Kim, Gwyn Kirk,
and M. Brinton Lykes

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SOCIAL JUSTICE

Women and Peace Making

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SPECIAL ISSUE
Unsettling Debates:
Women and Peace Making

Communicating through Events & Research

GAMA Centers, Global Urbanism, Biocultural Planning, Speculative Program

FUTUREPROOF

Security Aesthetics and the Urban Imaginary

Thursday, April 20 and Friday, April 21, 2017
Bloustein School of Planning and Public Policy, Special Events Forum
Rutgers, The State University of New Jersey
33 Livingston Avenue, New Brunswick, NJ

Register at bit.ly/RUFutureproofRSVP

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DANIEL M. GOLDSTEIN goldsteind@ anthropology.rutgers.edu

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Max Planck Institute & Goldsmiths, University of London

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London School of Economics

Futureproof

Security Aesthetics and the Management of Life

D. Asher Gherther
Hudson McFann
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of the American West 520
Alicia K. Sisk

50 Security Signs and the Aesthetics
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51 Security Signs and the Aesthetics
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52 Security Signs and the Aesthetics
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58 Security Signs and the Aesthetics
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65 Security Signs and the Aesthetics
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66 Security Signs and the Aesthetics
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68 Security Signs and the Aesthetics
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69 Security Signs and the Aesthetics
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70 Security Signs and the Aesthetics
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71 Security Signs and the Aesthetics
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72 Security Signs and the Aesthetics
of the American West 750
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73 Security Signs and the Aesthetics
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74 Security Signs and the Aesthetics
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75 Security Signs and the Aesthetics
of the American West 780
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76 Security Signs and the Aesthetics
of the American West 790
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77 Security Signs and the Aesthetics
of the American West 800
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78 Security Signs and the Aesthetics
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79 Security Signs and the Aesthetics
of the American West 820
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80 Security Signs and the Aesthetics
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81 Security Signs and the Aesthetics
of the American West 840
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82 Security Signs and the Aesthetics
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83 Security Signs and the Aesthetics
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84 Security Signs and the Aesthetics
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85 Security Signs and the Aesthetics
of the American West 880
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86 Security Signs and the Aesthetics
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87 Security Signs and the Aesthetics
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88 Security Signs and the Aesthetics
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89 Security Signs and the Aesthetics
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95 Security Signs and the Aesthetics
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96 Security Signs and the Aesthetics
of the American West 990
Alicia K. Sisk

97 Security Signs and the Aesthetics
of the American West 1000
Alicia K. Sisk

DUKE UNIVERSITY PRESS

Established in **1908**

Comprehensive public land-grant tier-one research university

39,629 enrolled students

75,000 jobs supported statewide

Colleges: 4 (Agricultural and Environmental Sciences, Biological Sciences, Engineering, Letters and Sciences)

Graduate and Professional Schools: 6 (School of Education, School of Law, Graduate School of Management, School of Medicine, Betty Irene Moore School of Nursing, School of Veterinary Medicine)

\$845.5 million in annual research funding

\$5 billion annual budget

\$8.1 billion in annual economic activity

1 OF 5

PUBLIC UNIVERSITIES WITH OUR BREADTH OF EXPERTISE

UC DAVIS

UNIVERSITY OF CALIFORNIA



1ST IN THE U.S. AND
2ND IN THE WORLD FOR
VETERINARY SCIENCE



1ST IN THE U.S. AND
2ND IN THE WORLD FOR
AGRICULTURE



1ST IN THE U.S. FOR
LAUNCHING WOMEN INTO
STEM PROFESSIONS



3RD GREENEST UNIVERSITY
IN THE WORLD



5TH AMONG BEST PUBLIC
UNIVERSITIES IN THE U.S.



1,600+ STUDENTS PARTICIPATE
IN STUDY ABROAD AND
GLOBAL LEARNING



2,440 INTERNATIONAL
SCHOLARS (5TH AMONG
PUBLIC U.S. UNIVERSITIES)



8,048 INTERNATIONAL
STUDENTS (12TH AMONG
PUBLIC U.S. UNIVERSITIES)



GLOBAL PARTNERSHIPS
ACROSS 45+ COUNTRIES



TOP FULBRIGHT PROGRAM
PRODUCER



HUMAN HEALTH



ANIMAL HEALTH



AG & ENVIRONMENT

Global Education for All
Global Centers
Strategic Planning

VICE PROVOST AND
ASSOCIATE CHANCELLOR

Asian International Programs
Confucius Institute
Faculty Programs
International Agreements, Partnerships, and Visits
UC Davis Chile Life Sciences Innovation Center

ACADEMIC PROGRAMS

THE ADMINISTRATIVE STRUCTURE OF GLOBAL AFFAIRS

GLOBAL EDUCATION
AND SERVICES

Global Learning Hub
Global Professional Programs
Services for International Students and Scholars (SISS)
University of California, Davis, Arab Region (UCDAR)
Consortium

BUSINESS
OPERATIONS

Article 26 Backpack
Business and Finance
Communications
Events
Facilities
Human Resources
Travel Security



Global Affairs at UC Davis



- We Welcome the World to UC Davis
- We Prepare Students for This Interconnected World
- We Connect UC Davis with the World
- We Help Create a Global Campus



GLOBAL AFFAIRS

COMMUNICATIONS TEAMS

FROM INTERNAL TO INTERNATIONAL



WHAT WE DO

- **Communications Planning and Implementation**
 - Communications planning and strategy
 - Content management and storytelling
 - Marketing, email campaigns, communications for signature programs
- **Digital communications**
 - Websites, social media, digital newsletters, digital analytics
- **Visual Communications**
 - Branding, logos
 - Print, publications, signage, graphic design
 - Photography, video production
- **Leadership Communications**
 - Speeches, remarks, letters, writing for Vice Provost and Associate Chancellor
- **News and Media**
 - **Internal Communications**
 - GlobalNet Intranet
 - Passport Internal Newsletter
 - Communications workshops, trainings



WHO WE REACH

- UC Davis Community
- UC System
- Davis, Sacramento and Surrounding Communities
- Partner and Peer Institutions
- State, National, and International Government Officials or Organizations
- Individual, Corporate, and Foundation Donors or Prospects
- Regional, National, and International NGOs and Businesses



POSSIBLE STORYTELLING INTERSECTIONS

- Science and Climate
- Feeding a Growing Population
- Advancing Health Worldwide
- Driven by Curiosity



CHARACTERISTICS WE EMBODY

- Ambitious, bold
- Diverse
- International
- Helpful, Connected
- Knowledgeable
- Global Hub
- Curious, Engaged
- Forward-Thinking
- Robust
- Interconnected
- Honest
- Comprehensive



OUR GOALS

- Audience development and outreach
- Branding
- Content creation and storytelling
- External visibility
- Internal communications



Strategic Communications Planning



- **Evaluates** the field and environment
- **Defines** your audience and narrows your scope of efforts
- **Sets** goals and objectives accordingly
- **Creates a framework** to build upon over time
- **Ensures coordinated efforts**, puts everyone in organization “on the same page”
- **Amplifies** organizational goals, communicates value

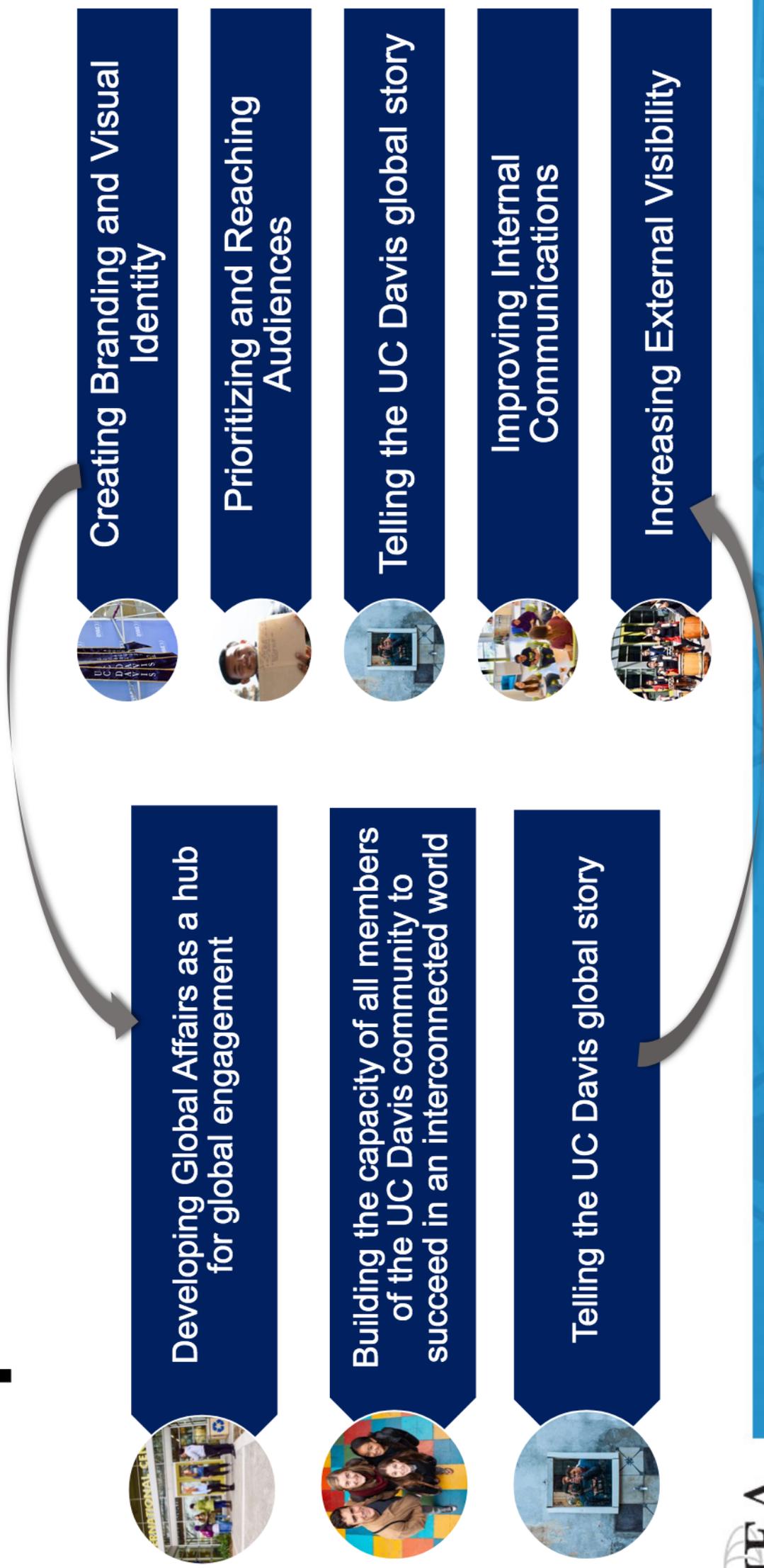


Strategic Communications Plan: Example Outline

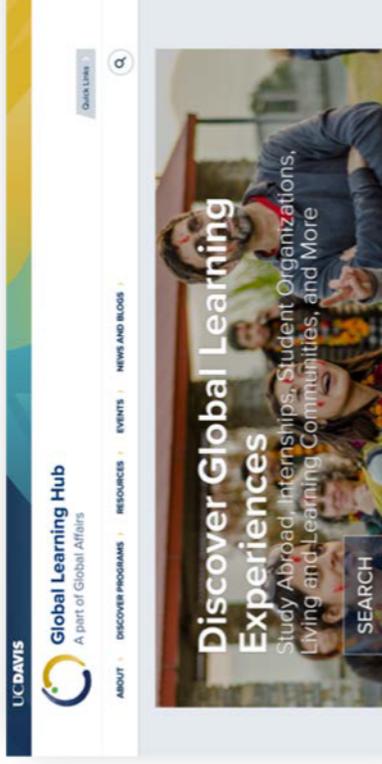


- Purpose
- Timeline
- Executive Summary
- Environmental Scan
- Internal Audit (including SWOT Analysis, Content Calendar)
- Goals and Objectives
- Messaging
- Assessment and Future Planning

Strategic Communications Plan: Example Goals



Strategic Communications Plan: Example Branding Objective





Storytelling Strategies

- **Focus stories:** align with overall institutional strategy, organizational goals
- **Communicate value:** tell real stories, with real outcomes
- **Tell your global story in multiple ways:** determine highly-visible channels, train others in telling your story (e.g. blogging, op-eds, interviews)
- **Repurpose content:** some stories meet many needs
- **Partner:** reach common goals, share resources, better communicate value



Stories of global curiosity, understanding, and engagement



Global Aggies: A Climate Leader Teaching Thousands, Changing the World
 To say that former UC Davis Hubert H. Humphrey Fellow **Itzel Morales** (2016-17, México) is responsible for climate leadership in Latin America is no understatement. Through her work with Climate Reality Latin America, she is the official coordinator of climate activists throughout Latin America, including her home country of México, overseeing 1,260 climate leaders representing 20 countries.



Global Aggies: The Okaranchi Story—An Ingenious Tale of “Recycled” Food
 Hailing from Vietnam, Indonesia, Thailand and Taiwan, team members **Vy Phung**, **Jonathan Su**, **Jeremy Chuardy**, **Gary Adrian** and **Sriyakorn Chantieng** (food science and technology majors from the College of Agricultural and Environmental Sciences) have engineered an innovative food using okara—the soy pulp by-product of soybean processing.



Global Aggies: Backyard Immersion With Knights Landing One Health Center
Amanda Crofton, a UC Davis Veterinary Medicine student, is helping animals and people—and advancing Global Education for All—right in our own backyard.



Global Aggies: Gaining Global Leadership Experience On Campus
Maria Arteaga, a managerial economics major and technology management minor, was already an active student leader before she became a member of the Global Education for All Steering Committee—an experience that has reaffirmed for Arteaga, who arrived at UC Davis as a transfer student, the importance of providing a global education to all students, regardless of their backgrounds or circumstances.



FROM DAVIS TO GO, SIERRA LEONE

Organic Composites Lead to International Research Collaborations

Dean Ambassador, an international agricultural entrepreneur, graduate student, and Peter Havelock, a crop and soil science professor, have teamed up to create a sustainable environmental design undergraduate student organization at the Center for Agricultural and Environmental Sciences (CAES) at the University of Sierra Leone. The organization is led by Sierra Leone students and faculty members, with a focus on research and education in the field of sustainable agriculture.

Sierra Leone was the recipient of the award through the Robert W. Humphrey Fellowship Program, with a focus on research and education in the field of sustainable agriculture. The program is a partnership between UC Davis and the University of Sierra Leone.

Sierra Leone was the recipient of the award through the Robert W. Humphrey Fellowship Program, with a focus on research and education in the field of sustainable agriculture. The program is a partnership between UC Davis and the University of Sierra Leone.

The award and innovative nature of our project challenged us to research and access the resources with the University of Sierra Leone. We were able to establish a research partnership with the University of Sierra Leone, which allowed us to conduct research in the field of sustainable agriculture. The award provided us with the resources and support we needed to establish a research partnership with the University of Sierra Leone.

What does global learning LOOK LIKE?

International student Nadhika Murawita received a grant through the Blum Center for Developing Economies within Global Affairs to travel to India and continue her work with a Student Club, Project BDEH.

International students and former Global Ambassadors Jonathan Su and Jeremy Chantry took a taste from their home countries and developed a sustainable soy-based cracker that earned a spot in a major product development competition.

UC Davis @ucdavis · Jan 12

Working alongside international scholars here on campus led Amanda Nguyen, a global disease biology major, to a prestigious internship in Japan, researching the neurophysiology of itch and nerves. #GlobalAggies

ow.ly/P1bR50xQCkd



Partnering on Common Goals



- **Form partnerships:** to share resources and content, communicate value, and better reach audiences, internally and externally





Lessons Learned



- **Communicating effectively requires...**
 - short and long term planning
 - resources and commitment
 - significant planning and time
 - collaboration and compromise



Making Your Own Plan



- **Who?** Who are your audiences?
- **What?** What are key strategies and objectives? What is your key messaging?
- **When?** When is the ideal timing?
- **Where?** Where are your main channels?
- **Why?** Why do you need a plan? What's the purpose and impact?
- **How?** How will you implement and sustain the plan?



How to Engage



- **Find what already exists:** determine existing communications resources and outlets
- **Know your opportunities:** determine strengths, weaknesses, opportunities, and threats for communications
- **Partnerships are key:** share resources to reach common goals
- **We're all communicators:** share your stories of impact with others!

Questions?

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