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

— Clara Mayer
Former New School dean and trustee Educator
Gnarls is the official mascot for The New School.
Global Engagement and International Support Services

International Student & Scholar Services and Study Abroad

www.aieaworld.org
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
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
- Over-worked
- "Protectionist"
- The office of "NO"
- High staff turnover
“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

YES!

Let us look into that!

Improve our reputation

Tell the student story

Become the international resource

Build relationships
“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
AIEA

ISSS Liaison model of communication

- Improved reputation
  - Increased legitimacy
  - Increased partnerships
  - Easy to reach
  - Reasonable
  - Trust they will try my ideas
  - Friendly
  - Knowledgeable
- Strategic
- Intentional
- Efficient
- Focused

Stakeholder offices
- Increased efficiency in communication
- Increased collaboration
- Better support for our students
- Trust ISSS staff

Staff professional development
- Increased knowledge
- Professional development
- Learning
- Building relationships

Ownership of their work!
- Organize information
- Empower staff
Identify stakeholder offices & staff

Match them with individual staff members

Staff and leadership 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 FRIGHTENED OF NEW IDEAS. I'M FRIGHTENED OF THE OLD ONES."

— John Cage
Former New School faculty
Avant-garde composer
We are the international resource

Telling student stories

Excellent reputation

Liaison relationships

YES! We will look into that!

Competent
Helpful
Responsive
Relational

www.aieaworld.org
“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
Rutgers Global Communications “Formula”

Programs & Partnerships + Communications = “Jersey Roots, Global Reach™”
Role of Programs & Partnerships Offices

Serve as Interoffice Liaison
“Connect the Dots”
Increase Visibility & Presence
Provide Communications as Resource & Service
Know Your Audience
Expect the Unexpected
Create Synergies
Strategic Communications Examples

Communicating through ...  ... Events
... Research
... Partnerships
... Events & Partnerships
... Events & Research
Communicating through Events
Communicating through Events

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

March 1, 2019 | 11:30am - 4:00pm
Rutgers Business School, New Brunswick

Welcome Remarks
Joana Witterberg
Associate Director, Rutgers Institute for Corporate Social Innovation

Keynote Speakers
Nedra M. Mentah
Executive Vice Dean, Rutgers Business School

Speakers
Nathaly Acosta Filinkó
Chief Sustainability Officer, City of Newark

Gary Cohen
President, Rutgers Institute for Corporate Social Innovation

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

Jero Molbak
Founder, Worldlab

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 and well-being (SDG 3, 5, 11, 12)
- Employment issues (SDG 1, 8, 9, 11)
- Innovation issues (SDG 6, 9)
- Climate & environmental issues (SDG 5, 13, 15)
- Multi-disciplinary issues (SDG 3, 9, 11, 15)

General Sponsor: Joana Witterberg (joana.witterberg@business.rutgers.edu)
Registration: Dr. Gary Cohen (gary.cohen@business.rutgers.edu)

Rutgers Institute for Corporate Social Innovation
Rutgers Business School
Rutgers University, New Brunswick

The first place team helped to carry out a program to curb hunger among school children in Newark. Pictured with Lt. Jamie Hendrix and M.B.A. student Michael Conley, posing with Professor Joana Witterberg.
Communicating through Research

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

By Mike Seaborn

The USAID (United States Agency for International Development) has awarded a $3 million grant to Rutgers–Camden Center in support of its efforts to launch a Higher Education Center for Ethics, Equity, and Transparency (HCEET) 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 HCEET will improve the capacity of higher education institutions, government entities, school leaders, and the public and private sectors to advance a culture of citizenship in Paraguay.

Gloria Borda Barrón, 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. Requested in New Jersey for launching the innovative and successful LEAP Leadership, Education, And Partnership(s) 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.

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 find 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

www.aieaworld.org
Communicating through Partnerships

Rutgers Today > Milestones
Rutgers Establishes Collaborative Partnership With Botswana
Plans underway for technology hub, expanded medical training and more
February 15, 2019

Rutgers University and Botswana launch the Botswana-Rutgers Global Initiative, a joint initiative to exchange knowledge and develop programs that help Botswana attain its development goals as the country transitions from an economic model based on mining to one based on knowledge economy.

Led by Botswana President Mokgweetsi Masisi and Rutgers President Robert L. Barchi, the initiative focuses on science, technology, engineering, and medicine (STEM); health care, information technology, innovation, entrepreneurship, and innovation. Rutgers’ expertise will help Botswana transform from an economy based on natural resources to a knowledge-based economy in a knowledge-based economy.

President Barchi said, “This agreement goes beyond an agreement – it is not a partnership with another university or a consortium of universities for the benefit of an entire 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.”
Communicating through Events & Partnerships

Rutgers University signs MOU with India for visiting lectureship
Communicating through Events & Partnerships

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

Although there is work to be done to address poverty and improve the lives of daily workers, President Nana Akufo-Addo of Ghana and a partner in the Achebe Leadership Forum at Rutgers.

“We still need to build roads, lower unemployment rates and provide clean water,” Akufo-Addo said during the event on St. John’s campus, as the School of Arts and Sciences, School of Business and Economics, and Omooba Achebe Foundation.

While calling 2019 the “year of the return,” in an African diaspora to experience the continent, Akufo-Addo said it must also challenge the Western world’s stereotypes of a homogenous 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...
Communicating through Events & Research

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edited by
Suzy Kim, Gwen Kees, and M. Brinton Lyle
Communicating through Events & Research
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
THE ADMINISTRATIVE STRUCTURE OF GLOBAL AFFAIRS

GLOBAL EDUCATION FOR ALL
- Global Centers
- Strategic Planning

VICE PROVOST AND ASSOCIATE CHANCELLOR

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

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

OURS 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

1. Developing Global Affairs as a hub for global engagement
2. Building the capacity of all members of the UC Davis community to succeed in an interconnected world
3. Telling the UC Davis global story
4. Creating Branding and Visual Identity
5. Prioritizing and Reaching Audiences
6. Telling the UC Davis global story
7. Improving Internal Communications
8. Increasing External Visibility

www.aieaworld.org
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 Siriyokhom Chantien (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 Crotton, 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
María 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.
Global Aggies

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

What does global learning LOOK LIKE?

International student Hadibbo Mvemba received a grant through the Boren Center for Developing Economies within Global Affairs to travel to Ghana and continue her work with a student club, Project WE.
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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