



A STRATEGIC COMMUNICATION
FRAMEWORK FOR
UConn

FALL 2022



A MESSAGE FROM THE VICE PRESIDENT FOR **COMMUNICATIONS**

In 2017, I shared with you a strategic vision for how University Communications would tirelessly work to support the mission and objectives of the University of Connecticut. Little did we know at that time what the ensuing five years would bring.

Months after issuing that guide, we found ourselves in a sustained period of leadership transition that forced us to frequently react and adapt. We changed our organizational model and took on more new responsibilities in supporting our outstanding colleagues in our academic schools and colleges, our medical enterprise, and our athletics program. We saw issues of human rights and social justice rise to the fore of our consciousness. We prepared for the future by opening a remarkable number of sparkling new or renovated facilities, and we energized our alumni and fans by re-embracing our historical heritage in sports.



Of course, as all this ensued, we also endured a global pandemic that for two years shuttered our buildings, tested our health care enterprise, transformed on-the-fly the nature of our work and how we conducted it, and left us operating with considerable strategic and fiscal uncertainty.

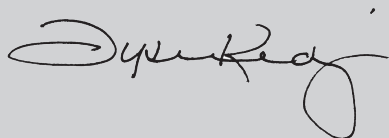
As we continue to emerge stronger and more nimble from such an unprecedented period of change and peril, our steadfast resolve to proactively advance this great University is only matched by the quality of our team of professionals who are ideally positioned to make a difference.

Although strategic thinking was often forced to be more aspirational than applied as we began this decade, it absolutely needs to be an essential part of all we do over the immediate and long-term future. While our corps of communications and marketing professionals today are the most talented UConn has ever assembled, our ranks are nonetheless lean and will likely remain that way. As such, we need to stay true to a clearly outlined strategy for deploying our informational, technological, and creative assets, and thus flexing our limited resources to the fullest.

Part of that evolving effort involves work with key institutional units and stakeholders to identify innovative and compelling ways we can help advance their causes. Another part seeks to redefine the broad UConn brand and make it better understood within Connecticut and around the world. These collective activities seek to honor and include many representative voices and perspectives that will help articulate all that UConn is — but also help us all, regardless of role, to sing in unison.

The result is that while some of what is contained in this framework is familiar, other parts will be new and hopefully inspiring. None of it, however, will be realized without everyone applying it as a guide to their daily workflow and planning.

This document is just a roadmap. You are UConn, and our fortunes are in your extremely capable hands to drive forward to a successful destination. I look forward to joining you on the journey ahead.



GO HUSKIES!





UCONN MISSION

The University of Connecticut is dedicated to excellence demonstrated through national and international recognition. As Connecticut's public research university, through freedom of academic inquiry and expression, we create and disseminate knowledge by means of scholarly and creative achievements, graduate and professional education, and outreach. Through our focus on teaching and learning, the University helps every student grow intellectually and become a contributing member of the state, national, and world communities. Through research, teaching, service, and outreach, we embrace diversity and cultivate leadership, integrity, and engaged citizenship in our students, faculty, staff, and alumni. As our state's flagship public university, and as a land- and sea-grant institution, we promote the health and well-being of Connecticut's citizens through enhancing the social, economic, cultural, and natural environments of the state and beyond.



UNIVERSITY COMMUNICATIONS VISION

We are a model for innovation in proactive, transparent communication that builds relationships and broadly depicts a great American public research university on the rise through content that informs, intrigues, and inspires.



UNIVERSITY COMMUNICATIONS VALUES

Integrity

We practice all aspects of communication and outreach with the highest degree of accuracy, consistency, and timeliness, and the relationships we have with students, faculty, staff, alumni, parents, media, and other members of the community are conducted thoroughly with honesty, responsibility, and professionalism.

Innovation

We strive to lead the harnessing of innovations in communications and outreach to achieve our mission, and encourage collaboration, exploration, and experimentation to challenge the status quo and make available new ways to reach our various constituencies directly, efficiently, and quickly.





Inclusiveness

We seek to present a diverse, inclusive, and welcoming community as a means to advance the institution as a place for a free, safe, and open exchange of ideas across all spectrums of gender, race, ethnicity, religion, and sexual orientation. Representing all segments of the people and beliefs that comprise our campus is a cornerstone of all we do.

Intrigue

We build lasting relationships with our audiences not only by reaching them in varied and direct ways, but through communication and outreach services that inform and captivate people using creative approaches that touch on the humanity and impact of the University and its people.

Inspiration

We aspire to develop positive feelings and inspire active participation among our constituents to advance the University's overarching mission and further position the institution as a leader in scholarly and creative endeavors through teaching, research, and service to our state and the world.



STRATEGIC **IMPERATIVES**

From these imperatives, operational units will be asked to annually develop content production and programmatic goals designed to advance awareness and understanding of UConn's excellence in each of these strategic areas. These verifiable objectives, whenever possible, should have clear ways to measure impact upon completion.

Student Success and Inclusion

Student achievements, academic quality, alumni success and innovation, vibrant campus life, contributions through service, and inclusivity are hallmarks of the UConn community.

Faculty Excellence and Achievement

UConn is home to the world's leading teachers and researchers, who engage students in their scholarship and are leaders in successfully securing significant competitive grants.

Community Impact

As a land-grant university, UConn research, patient care, and service has a profound effect on individuals, communities, and society at large — most especially the state of Connecticut.



Entrepreneurship and Life-Transformative Education

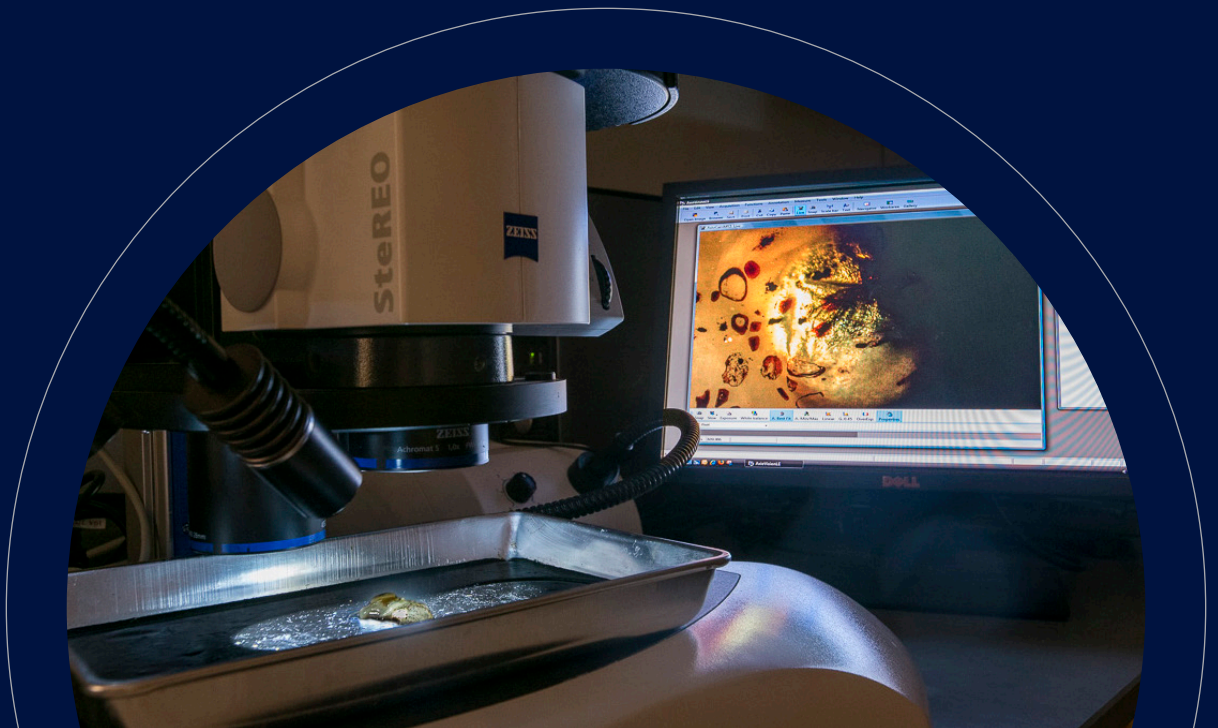
UConn students, faculty, and staff seek to improve the world around them through innovation, meeting societal needs with creative and novel hands-on solutions for products, services, and processes.

Research Power and Innovation

UConn is a global center of discovery where faculty and students engage in important, unique, and groundbreaking research and teaching that strives to make life better.

Economic and Business Development

From start-up companies to technology incubation and commercialization to industry partnerships, UConn is creating or contributing to new ways of doing and growing business.





UNIVERSITY OF CONNECTICUT
WELLS FARGO
WELCOME CLASS OF 2026
CBS
TRAVELERS

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1995 NATIONAL CHAMPIONS

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2022-23 AREAS OF **EXCELLENCE**

University Communications will continue to cover the entirety of UConn to unearth compelling stories that promote its people, programs, scope, and impact, with added emphasis on the following strategic areas, which will be reviewed annually as new opportunities emerge. Alignment with campaign objectives will require flexibility.



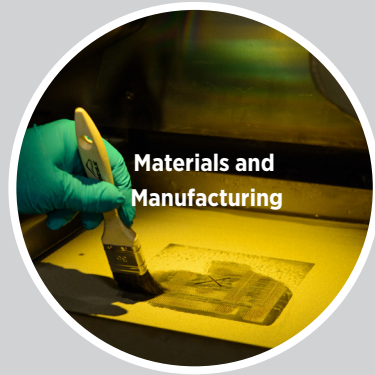
**Cryptocurrency and
Data Science**



**Energy and
Sustainability**



**Health Care and
Life Science**



**Digital and
Fine Arts**





UNIVERSITY COMMUNICATIONS ORGANIZATION



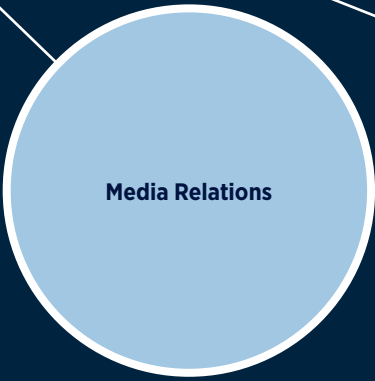
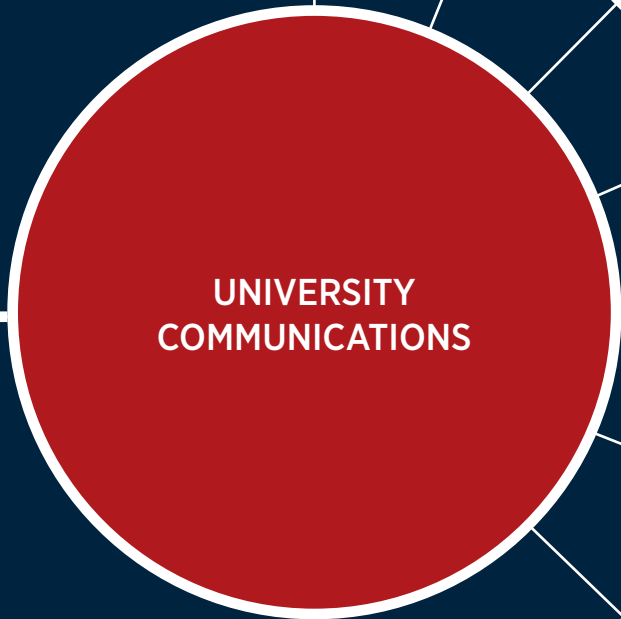
Brand
Partnerships
and Trademark
Management

Athletic
Communications
and Marketing

VICE PRESIDENT
FOR COMMUNICATIONS

UConn +

Administrative
Services



UConn
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