



Communication Plan

The College of the Arts communication plan is a policy-driven approach that provides stakeholders with information in compliance with Georgia State University Public Relations and Marketing Communication (PRMC) standards and regulations. The plan:

- Establishes College of the Arts leadership, knowledge and skills to help guide its schools, centers and institutes with effective communication.
- Assures consistent messaging.
- Builds and sustains audience engagement and trust.
- Defines who should be given specific information, when that information should be delivered and what communication channels are to be used to deliver the information.
- Anticipates what information will need to be communicated to specific audience segments.
- Addresses confidential or sensitive information and how information should be disseminated.

COTA Mission

To inspire and empower students and faculty to excel in arts creation, scholarship, pedagogy and entrepreneurship.

COTA Vision

COTA will be the model for 21st-century arts education and practice, making the arts visible, vital, and innovative.

COTA Positioning Statement

Established in 2016, the College of the Arts at Georgia State University is a destination for students who want to unlock and enhance their creativity with a serious arts education in Atlanta's vibrant downtown setting. Viewing Atlanta as its laboratory, the College of the Arts gives students access to a rapidly growing film and television industry, a groundbreaking music scene and a vibrant visual and performing arts community. Through partnerships with the city's cultural organizations, students combine their craft with training in entrepreneurship, college to career preparedness and real world experiences, cross-discipline opportunities and the latest digital technologies to ensure dynamic and successful careers.

College of the Arts Schools, Centers & Institutes

- Ernest G. Welch School of Art & Design
- School of Film, Media & Theatre
- School of Music
- Center for Collaborative & International Arts (CENCIA)
- Office of Educational Outreach

- Creative Media Industries Institute (CMII) in-part with the College of Arts & Sciences

Georgia State University Identity

Georgia State University, an enterprising public research university in Atlanta, is a national leader in graduating students from diverse backgrounds. The university provides its world-class faculty and more than 53,000 students with unsurpassed connections to the opportunities available in one of the 21st century’s great global cities.

1. Fostering an enterprising culture
2. Extending connections across the globe
3. Embracing discovery and creativity that improve our world
4. Leading the commitment to diversity
5. Connecting to Atlanta and cities around the world

Further

<https://commkit.gsu.edu/#>

College of the Arts Pillars of Differentiation

1. Location in the heart of Atlanta
2. Practicing faculty who open the arts world to students
3. A practical and entrepreneurial approach
4. A culture of “grit” and perseverance

(See Appendix A)

College of the Arts Stakeholders

Internal

- Students
- Faculty
- Staff
- Board members
- GSU colleges, schools, centers and institutes
- University leadership
- GSU Public Relations Marketing Communication (PRMC)

External

- Alumni
- Friends and followers
- Influencers
- Media
- Organizations, non-profits, local businesses
- Educational institutions (e.g. local/regional K-12 schools, colleges, universities, etc.)

Messaging

To strengthen and solidify the College of the Arts identity, all marketing communication will reflect at least one or more of the College of the Arts “Pillars of Distinction” that are succinct, understandable and resonate with targeted audience(s). The message(s) will be incorporated into editorial copy, photography and video.

All communicators will convey messaging with one unified voice when referring to the College of the Arts. This consistent messaging will build a solid foundation and understanding of who the College of the Arts is among internal and external audiences.

Communicators

College of the Arts Communication Team

- Tony Mangle, Director of Communication amangle@gsu.edu
- Lauren Allred, Public Relations Specialist lallred@gsu.edu

School PR Coordinators

- Jac Kuntz, PR Coordinator, Ernest G. Welch School of Art & Design jkuntz@gsu.edu
- Gail Rodriguez-Pinckney, PR Coordinator, School of Music gpinkney@gsu.edu
- Karin Smoot, PR Coordinator (Part-time), School of Film, Media & Theatre ksmoot@gsu.edu

Dept. and Centers Communicators

- Kaylee Bramlett, Center for Collaboration and Innovation in the Arts (CENCIA), kbramlett@gsu.edu
- Amy Reid, Office of Educational Outreach, areid24@gsu.edu
- Anna Varela, Creative Media Industries Institute, avarela@gsu.edu

Communication Channels

- GSU Email
- GSU ListServes - Individual schools - faculty, staff and student listservs and COTA staff
- Social Media – Facebook, Instagram, Twitter, LinkedIn and Hootsuite
- Email Marketing Platforms – Salesforce, MailChimp, etc.
- Campus Monitors – Visix
- Campus Broadcast – PRMC to approve
- GSU News Hubs – university, college, schools, centers and institutes
- COTA/school/centers/institute websites
- Print Publications – college brochure, annual publication, posters, calendars, cross-promotional program inserts

Communicating with PRMC

College of the Arts communication team will serve as the liaison between its schools/centers/units and PRMC. News and information will be compiled, reviewed and submitted to PRMC for the following:

- News hub pitches
- Social media
- GSU Magazine pitches
- Highlights campaign
- Newsletters (e.g. Our Community, President’s Newsletter Letter)
- Special events

The communication team will participate in a weekly PRMC-led conference call with the university’s college communicators to receive and disseminate top-level news and highlights, key initiatives, policy and compliance updates, etc.

Communicating with School PR Coordinators

College of the Arts communication is an available resource to the school PR coordinators.

- Program planning
- Marketing
- Web development
- Editorial assistance
- Event strategies
- Media and social media

The communication team will meet weekly with PR coordinators to discuss:

- Upcoming school-related news and events
- PR and marketing support and problem-solving
- Convey marketing needs from PRMC
- Cross promotional opportunities

These meetings may take place either in person, via phone or WebEx as necessary and appropriate.

Marketing Standards with Schools, Institutes and Centers

The communication team will develop a cohesive “look and feel” campaign (e.g. College of Possibilities) that will be identifiable throughout marketing materials from its affiliated schools, institutes and centers.

- The communication team will periodically initiate reviews of the “look and feel” to determine if updates, refinements or revisions are needed.
- Train and assist school PR coordinators for marketing compliance via the College of the Arts campaign guidelines

When executed correctly, audiences will benefit from a greater clarity of college messaging and will be able to quickly identify all units as belonging to the College of the Arts.

Communicating with Students, Faculty and Staff

The communication team will disseminate news and information to students via:

- School PR coordinators who are responsible for distributing items via listservs, flyers/posters, social media and/or news hubs as appropriate
- College of the Arts social media channels, news hub and website.
- Office of Academic Advisement

Each school in the College of the Arts will provide students, faculty and staff a link on their respective website to the Share Your News tool in order to facilitate easy sharing of news, accomplishments, publications, etc. These items will be assessed for relevancy and distributed via school, college or university channels if appropriate.

Students, faculty and staff are encouraged to take a proactive role of informing college and school communicators of news-related items (e.g. awards, events, performances, exhibitions, screenings, etc.) for consideration.

Development Office

Communicating with the Board of Visitors and current key donors:

- All direct communication with the Board of Visitors and high-level donors will be conveyed strictly through the director of development and/or the college dean.
- The board and key donors will be given advanced and/or exclusive access to college news and events, previews, etc.
- The College of the Arts communication will coordinate with the director of development for collateral design, copy and proof-reading, etc.
- The College of the Arts will work in concert with the University Development and Alumni Affairs office (e.g. Georgia State Day) initiatives alongside the college development officer.

Prospective Donors:

- All communicators are encouraged to help identify potential donors – both alumni and non-GSU affiliated donors. Should there be strong leads, Georgia State policy requires that you:
 - Determine if there is duplication outreach with the development office.
 - Seek advice and a develop strategy to cultivate the relationship.

Alumni:

- All school communicators are encouraged to build and maintain relationships with school alumni through news posts, social media and on-going communication.
- Key accomplishments (e.g. awards, prizes, etc.) are to be communicated to the College of the Arts communication team, the college director of development and/or the college dean.

- For major accomplishments, the college dean or director of development may personally write or email a congratulatory note the alumnus.
- College and/or school PR coordinators will determine whether the alumni news warrants news hub coverage and social media.
- College communication will alert PRMC of top-level alumni news.

Each school in the College of the Arts will provide alumni a link on their respective website to the Share Your News tool in order to facilitate easy sharing of news, accomplishments, publications, etc. These items will be assessed for relevancy and distributed via school, college or university channels if appropriate.

Events Planning and Communication

College of the Arts communication will be available to assist college departments with event planning (e.g. commencement) and strategies, logistics (e.g. photography bookings), giveaways and creative support (e.g. invitation and flyers) promotions and marketing.

Sponsorships

College and/or schools seeking sponsorships for programs and events are required to:

- Alert the director of development of targeted sponsors to avoid duplication with ongoing development leads.
- Consult with GSU legal to review and sign off on proposed sponsorship package.

Note: Targeted sponsors should not be individuals or organizations registered on the university vendor list as this creates a conflict of interest.

Recruitment Events

School communicators should alert the college communication team of recruitment activities such as fairs and events, etc. The college communication team will be available to offer recruitment recommendations, assistance and a supply of marketing materials, banners and college-branded collateral material, etc., to all schools in the college.

At relevant events, it is recommended that participating units supply prospective students with information that contextualizes each school as part of the larger College of the Arts.

Similarly, the college communication team will support the College of the Arts' Office of the Academic Advisement, the Georgia State University Welcome Center and the PRMC marketing team on an as-needed basis.

Communicating with 3rd Party Organizations

As the college and its affiliated schools co-sponsor events with external organizations and community partners or internal GSU colleges/schools, the communication team strongly recommends identifying a lead marketing contact early in the process to:

- Ensure graphic design elements meet college/university standards (e.g. posters, flyers, website, etc.).
- Guide inclusion of the college or school in the event’s press releases, listings and websites.
- Determine if a photographer will be at the event and request images for social media output and post-event outreach.

Crisis Communication

While all crisis situations are unique, college communicators should immediately alert the dean, school director and PRMC (Andrea Jones) to discuss a communication strategy and a plan of action which may include:

- An official university statement (e.g. social media, campus broadcast, etc.)
- Appointing and empowering a designated spokesperson (most often from the area closest to the epicenter of the crisis) for media inquiries
- Timeline of action
- Talking points

PRMC will designate a spokesperson to field all incoming media requests, and will empower that person to respond appropriately. No other individual from the college or its units are authorized to speak to the press on behalf of the college, unit, or university with regard to an ongoing crisis.

College of the Arts Strategic Priorities

Strategic Priority 1

Demonstrate college leadership in ensuring student success and job placement for our graduates.

Key Performance Indicator (KPI): Increase the COTA undergraduate six-year graduation rate to sixty percent by 2021.

Corresponding Communication Tactics:

- Work closely the college Office of Academic Assistance (OAA) to develop tools (e.g. student flyers, website campaigns) that remind students to check in with their student advisors about their progress of staying on track for graduation.
- Identify and promote student successes stories via the school, college and university-level news hubs and websites and social media
- Create an online tools (e.g. website submission) for students and alumni to submit news
- Encourage faculty and staff to communicate student success stories with their PR coordinators and/or the college communication team.
- Cross-promote news on multiple communication channels including social media, emails, monthly highlights, news hub, etc.

Strategic Priority 2

Advance innovation and creativity in research,

Corresponding Communication Tactics:

- Aid in the development of the annual survey
- Assist the dean’s office to help create and implement an online survey.

programs, curricula, and teaching.

Key Performance Indicator: Starting in 2018, an annual survey will be conducted to measure alumni perceptions of how well their experience at GSU helped them achieve their personal and professional goals. Based on the results, aggressive goals will be established each year.

Strategic Priority 3

Recruit, develop, retain, and reward a diverse faculty comprised of nationally and internationally recognized artists, scholars, and teachers.

Strategic Priority 4

Achieve inclusivity and diversity throughout the college.

Key Performance Indicator: The college will consistently emphasize diversity both in recruitment of faculty and in graduate student admissions.

- Optional: Pending survey outcome, consider a news post that spotlights topline results.

Corresponding Communication Tactics:

- Feature news hub stories that spotlight faculty successes such as awards and fellowships, concerts and performances, music releases, gallery and institutional exhibitions, published papers, books and articles, research, media and peer journal reviews, film projects, residencies, symposia and conferences and special projects, international activities, etc.
- Create an efficient online tool for faculty to easily submit news.
- Maintain ongoing communication with the school PR coordinators to identify faculty news and coordinate to publicize.
- Pitch high-profile national news (e.g. Pulitzer, Guggenheim, Grammy, etc.) and coordinate with the PRMC news hub team university-wide outreach.
- Cross-promote news on multiple communication channels including social media, emails, monthly highlights, news hub, etc.

Corresponding Communication Tactics:

- Increase awareness of diversity among faculty and recruitment via:
 - Faculty and student news hub stories
 - COTA Promotional and marketing materials (e.g. visuals)
- Communicate national rankings: #10 in Campus Ethnic Diversity (U.S. News & World Report 2018)

Strategic Priority 5

Generate external support necessary to enable the College of the Arts to realize its full potential, including the creation of a signature facility.

Key Performance Indicator: Raise \$3,000,000 by 2021. As soon as possible, but by 2021 at the latest, the university Master Plan will include a leading-edge arts college facility that is programmed appropriately.

Corresponding Communication Tactics:

- Support the College of the Arts Development team on fundraising strategies and programs that may include:
 - Marketing collateral development in tandem the university development
 - Collateral and marketing brochures
 - Event planning assistance
 - Alumni website page strategies

Resources

College of the Arts Visual Resource Guidelines

The visual campaign guidelines will aid and equip PR coordinators with basic design rules and principles for developing marketing collateral that is uncluttered, visually interesting and conveys a consistent creative look and feel identifiable to the College of the Arts.

Along with the creative briefing and visual cues (e.g. font type, layout, etc.), the “how to” toolkit also allows for creative flexibility for developing event posters and flyers, banners, event programs, newsletters and giveaways, etc.

(See Appendix B)



Communication Plan Appendix A “Pillars of Distinction”

Location in the heart of Atlanta

The College of the Arts is in downtown Atlanta, one of the country’s most diverse and rapidly growing urban centers and the epicenter of a major cultural renaissance. Viewing Atlanta as its laboratory, the College of the Arts gives students access to a rapidly growing film and television industry, a groundbreaking music scene and a vibrant visual and performing arts community. The college is close to the Woodruff Arts Center, one of the largest arts centers in the world and home to the Grammy Award-winning Atlanta Symphony Orchestra, the High Museum of Art and the award-winning Alliance Theatre. This distinct landscape affords students the chance to explore and hone their artistic craft while frequenting the countless non-profit arts organizations, concert halls, galleries, museums, production studios and theater companies throughout the city. The college boasts the historic Rialto Theatre, which recently celebrated its 100th anniversary; the GSU Players, the oldest student-run theatre company in the Southeast; as well as the Kopleff Recital Hall and the Welch Galleries. These venues and the 300-plus public events presented in them each year make the College of the Arts the front door to the university community.

Practicing faculty who open the arts world for students

The College of the Arts is a community of professional visual and performing artists, designers, scholars, educators and professionals who believe the arts provide a distinctive way of participating in society. Arts faculty are practicing professionals who regularly perform, exhibit and present their research and creative work in nationally and internationally significant venues. This helps students develop their craft and provides them with an understanding of the competitive and contemporary realities of the arts professions. It also accelerates their careers by providing invaluable networking connections. Faculty help students develop their own critical voices and provide them with a valuable perspective on the world by challenging existing media and creating meaningful works of their own.

A practical and entrepreneurial approach

The training in the College of the Arts produces artist entrepreneurs who acquire the skills necessary to express their creative voice and the astute mindset needed to navigate the demands of a fast-changing and competitive artistic world. Whether studying to be a producer, musician, performer, scholar or visual artist, students learn the business and management skills they need to pursue artistic aspirations successfully. Solution-based “design thinking” is an emphasis, as well as the value of professional and business development in marketing, promotion, fundraising, budgeting and social networking, among others. This entrepreneurial spirit is integral to each student’s development and success.

A culture of “grit” and perseverance

As part of the largest university in Georgia, with one of the most diverse student bodies in the nation, the College of the Arts students – future members of the creative class – represent a unique blend of grit, perseverance and passion. Many are first-generation students from all types of backgrounds who take full advantage of Atlanta’s vast network of artistic and creative opportunities. On the go and resourceful, they

balance their studio practice, academics and work while pursuing networking opportunities and platforms on which to highlight their skills.



Communication Plan Appendix B “College of Possibilities” Guidelines

Please find our College of Possibilities
Campaign Style Guide here: [https://
thearts.gsu.edu/files/2019/07/
GSU_COTA_Guidelines_060619.pdf](https://thearts.gsu.edu/files/2019/07/GSU_COTA_Guidelines_060619.pdf)