

Maximizing Campus Resources for Successful Awareness Campaigns



ABOUT US

April

April is a seasoned expert in higher education compliance, known for her ability to navigate complex regulations and foster a culture of integrity. With a strong background in **policy development, risk management, and regulatory compliance**, she currently leads the compliance program for the University of Missouri System, ensuring operational efficiency and continuous improvement across multiple campuses.

Adriana

Adriana brings 15 years of experience in marketing, communication, and technology. She specializes in **creatively designing educational materials**, including graphics, online trainings, and presentations. Her diverse background in higher education, small business marketing, and project management allows her to **seamlessly integrate innovative solutions** into compliance and operational strategies.

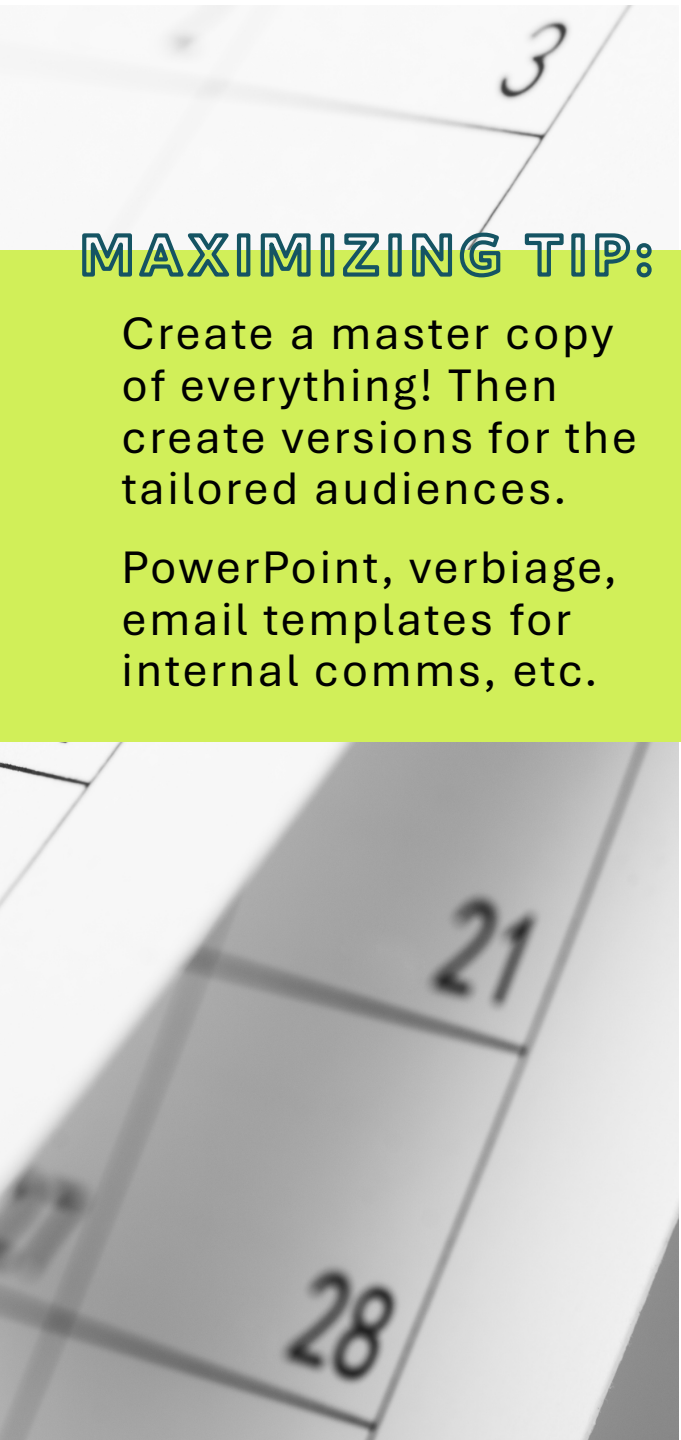


LEARNING OBJECTIVES

1. BUILD A STRATEGIC, YEAR-LONG CAMPAIGN
2. IDENTIFY, MAP, & MOBILIZE CAMPUS RESOURCES
3. COMMON CAMPAIGN CHALLENGES
4. TOOLS, TEMPLATES, & SUCCESS STORY

MAXIMIZING TIPS

LOOK OUT FOR TIPS THROUGHOUT THE PRESENTATION



BUILD A STRATEGIC, YEAR-LONG CAMPAIGN

MAXIMIZING TIP:

Create a master copy of everything! Then create versions for the tailored audiences.

PowerPoint, verbiage, email templates for internal comms, etc.

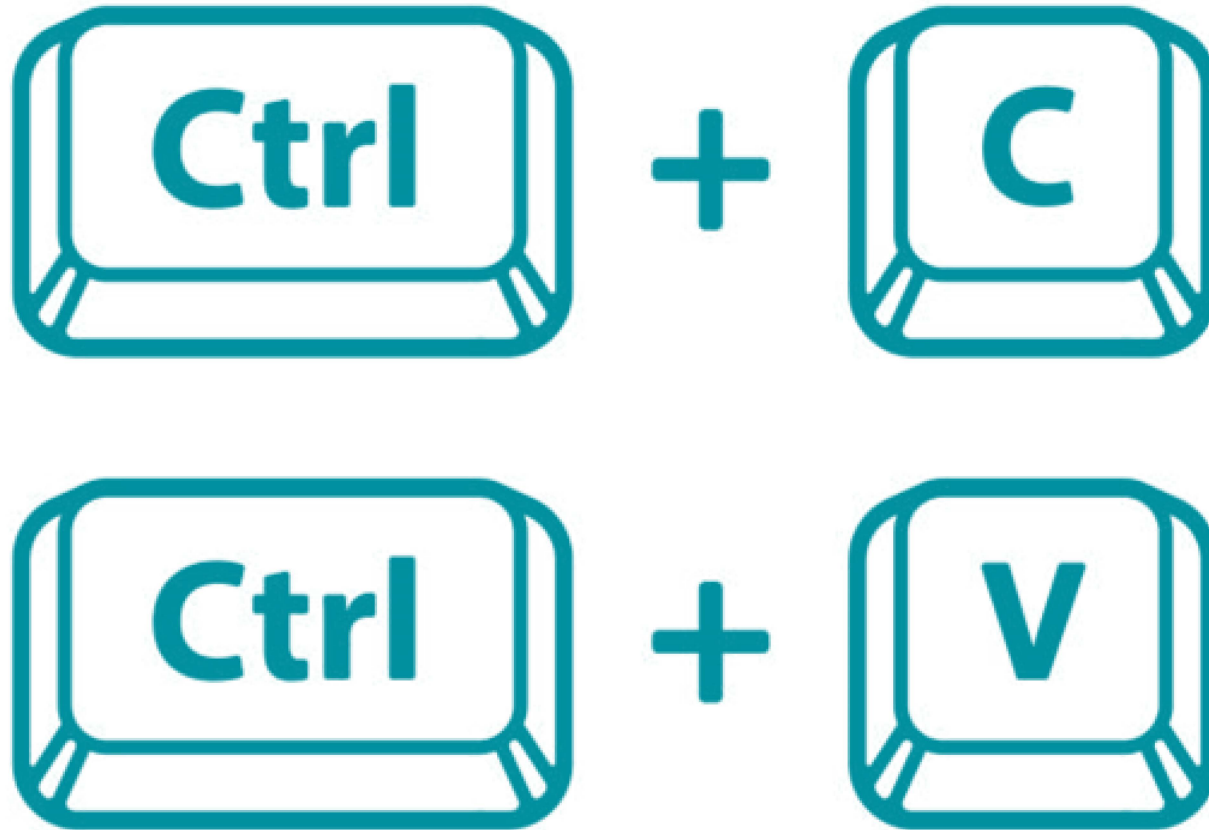
WHERE TO START

- What are the top 3 topics you want to socialize with a campaign?
- What do they need to know? (Compliance requirements)
- What are areas of concern?

STRATEGIC PLANNING

- Take the time to really plan
- Be realistic and don't over complicate
- Establishing clear, compliance-focused *(yet fun)* messaging
- Assigning roles and responsibilities to ensure accountability

YEAR-LONG CAMPAIGN



YEAR-LONG CAMPAIGN



WRITING COPY

Less can be more! Ensure messages are inclusive and resonate with the audience.



SCHEDULE PRESENTATIONS

Pitch your topic and ask to attend the meetings.
Get in front of people, no matter the audience size.



DESIGNING GRAPHICS

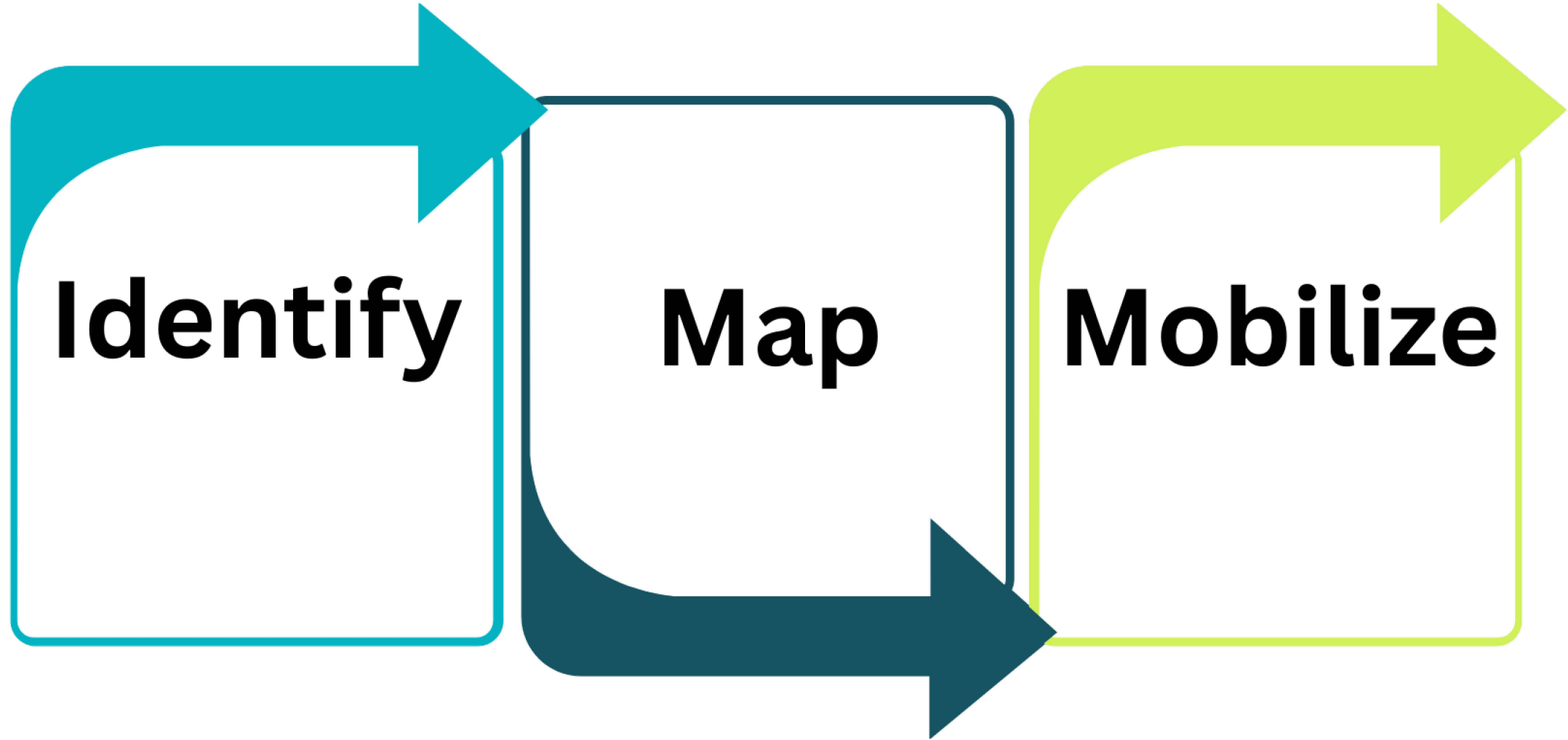
Get familiar with your university brand.



TRACKING & PLANNING

Tracking data will be essential!!
Dates, messages, requests, when to follow up, when to prep for presentation, etc.

IDENTIFY, MAP, & MOBILIZE



IDENTIFY

STAKEHOLDERS

Staff? Faculty? Committees? Keeping track of names, titles, contact information, and the communication outlets they oversee.

COMMUNICATION OUTLETS

Where can I inlay my content? Newsletters, websites, events, or meetings... figure out who is your point of contact for the outlets.

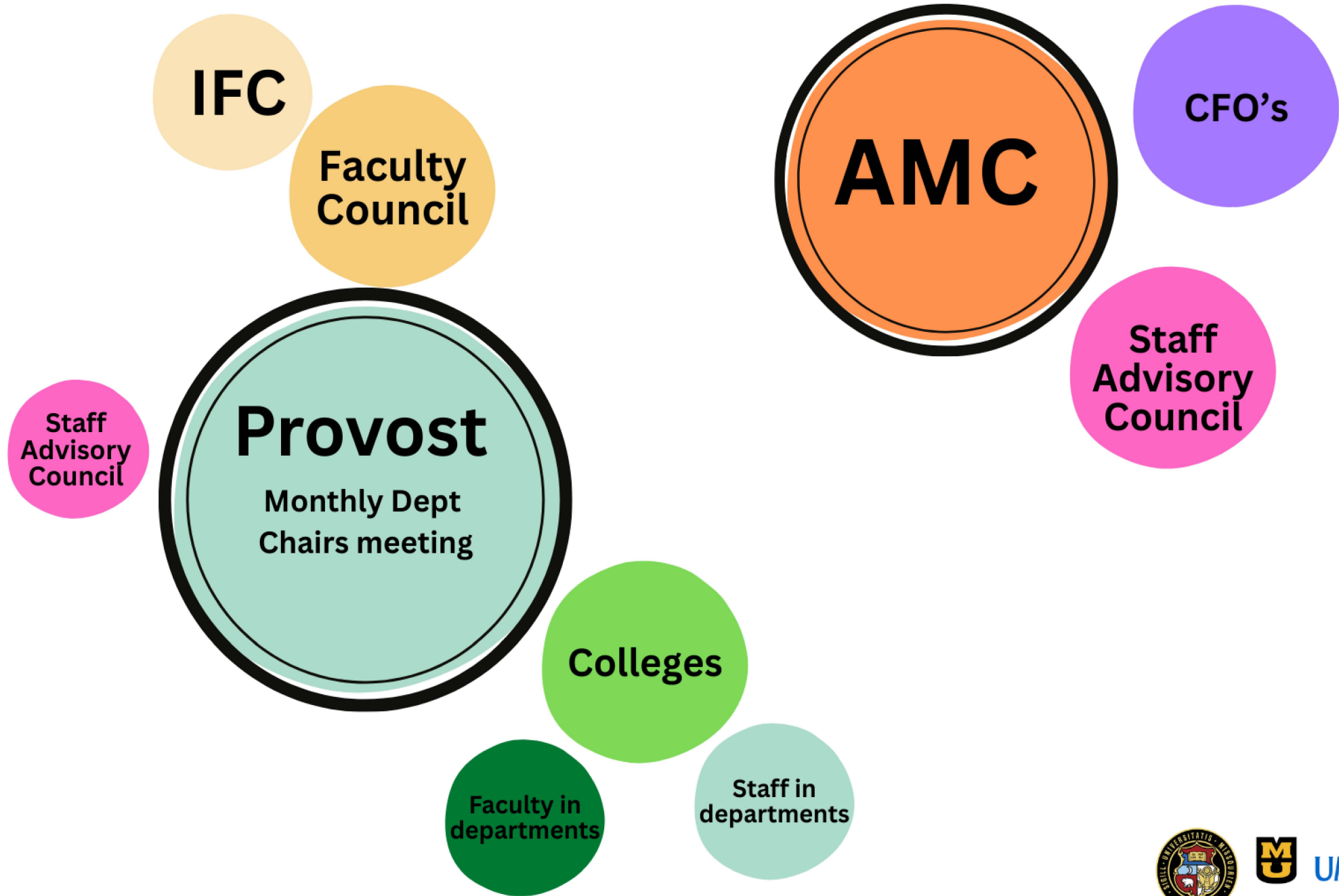
MAXIMIZING TIP

Track all your contacts!

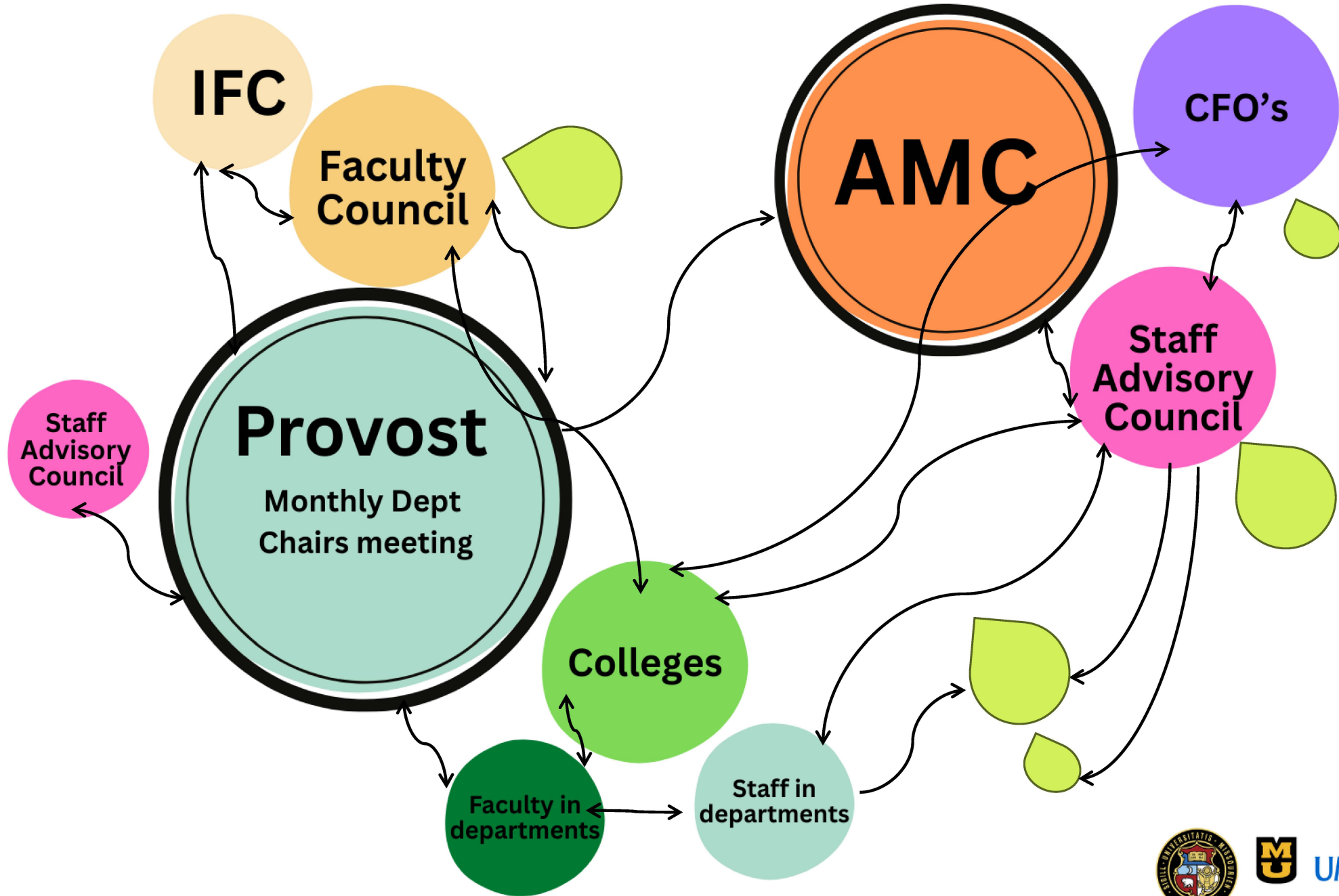
Excel data is your friend to be able to sort by audience or outlet type.



IDENTIFY STAKEHOLDERS



IDENTIFY STAKEHOLDERS



CONTACT LIST

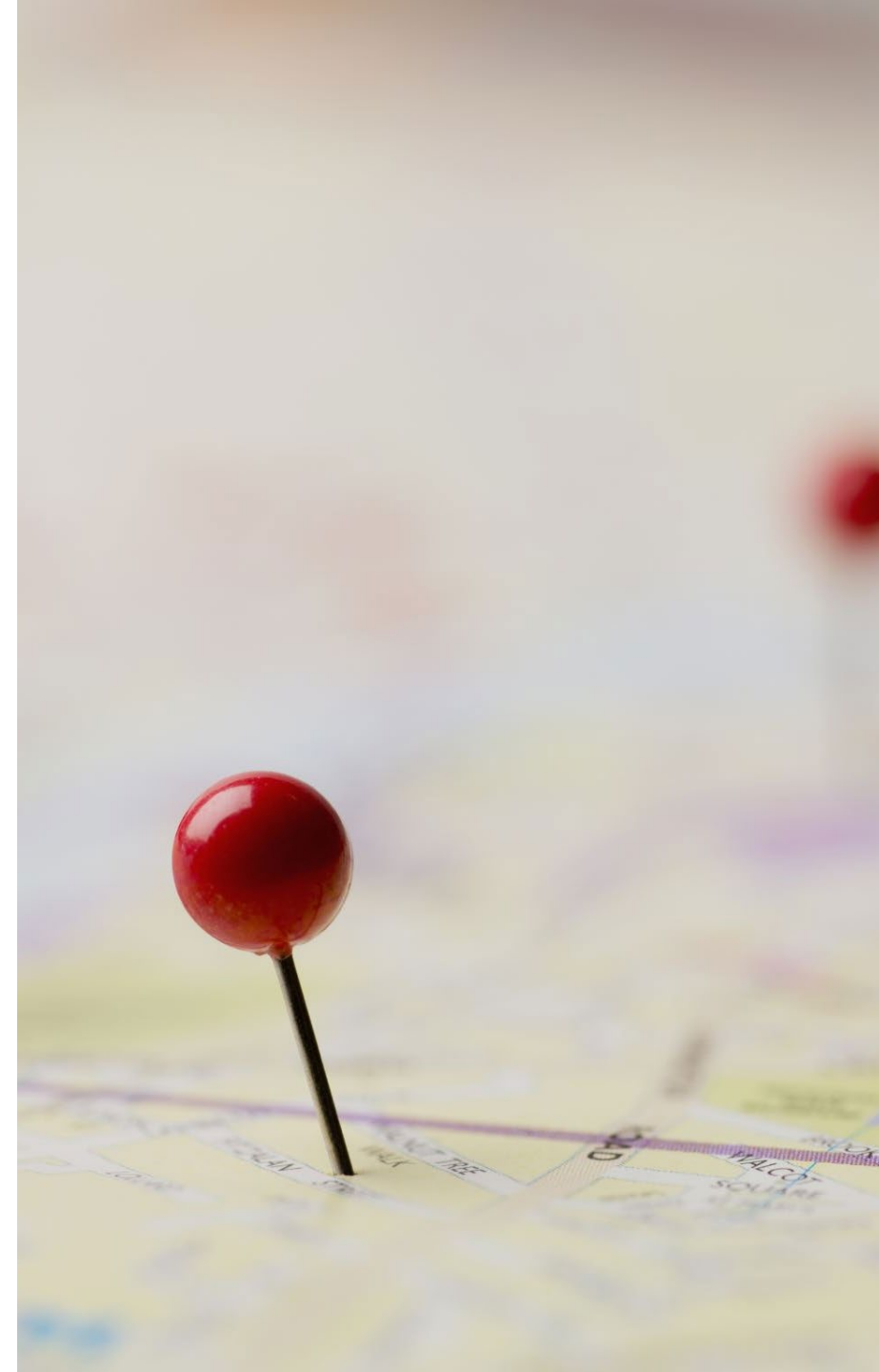
MAXIMIZING TIP:

Using excel to track your contacts allows for filtering. Conditional formatting for the key terms can be super helpful as well.

AUDIENCE	CAMPUS	Contact(s) and Department	Contact(s) Email	TYPE	COM
General	S&T	Kimber Crull. StratComm internal comm		Digital Signage	
General	S&T	Alexandra Gast STUDENT SUCCESS COMMUNICATIONS & PROMOTIONS MANAGER • VC - Student Success		Digital Signage	
General	S&T	Alexandra Gast STUDENT SUCCESS COMMUNICATIONS & PROMOTIONS MANAGER • VC - Student Success		Newsletter	STUDENT only, every Thursday
General from Stat Comm	S&T	Kimber Crull		Newsletter	eConnection. Campus Newsletter
Graduate Students	MU	Amy Rhea (Jeni Hart Assistant); Assoc Dean Enid Schatz		Email	DGS Department Listserv
Graduate Students	MU	Amy Rhea (Jeni Hart Assistant)		Newsletter	Graduate student monthly newsletter
New Employees Orientation	MU	Patrick Skrivan		Presentation	New employee orientation
Managers/Supervisors	MU	Erin Leuschke		Presentation	supervisor development series
School of Medicine "SOM" faculty affairs council FAC	MU	Patrick Finney Deans Exec Assis. Helps with the FAC administratively.		Meetings	FAC meeting
		Submit your artwork by emailing			

MAP

- Good planning and a detailed lens
- Reverse engineering
- Documenting audience
- Establishing clear, compliance-focused goals
- Stakeholder mapping for all influencers and outlets
- Developing a detailed action plan
- Assigning roles and responsibilities



COMMUNICATION PLAN

Simple.

One location for all outlets, designs, and notes.

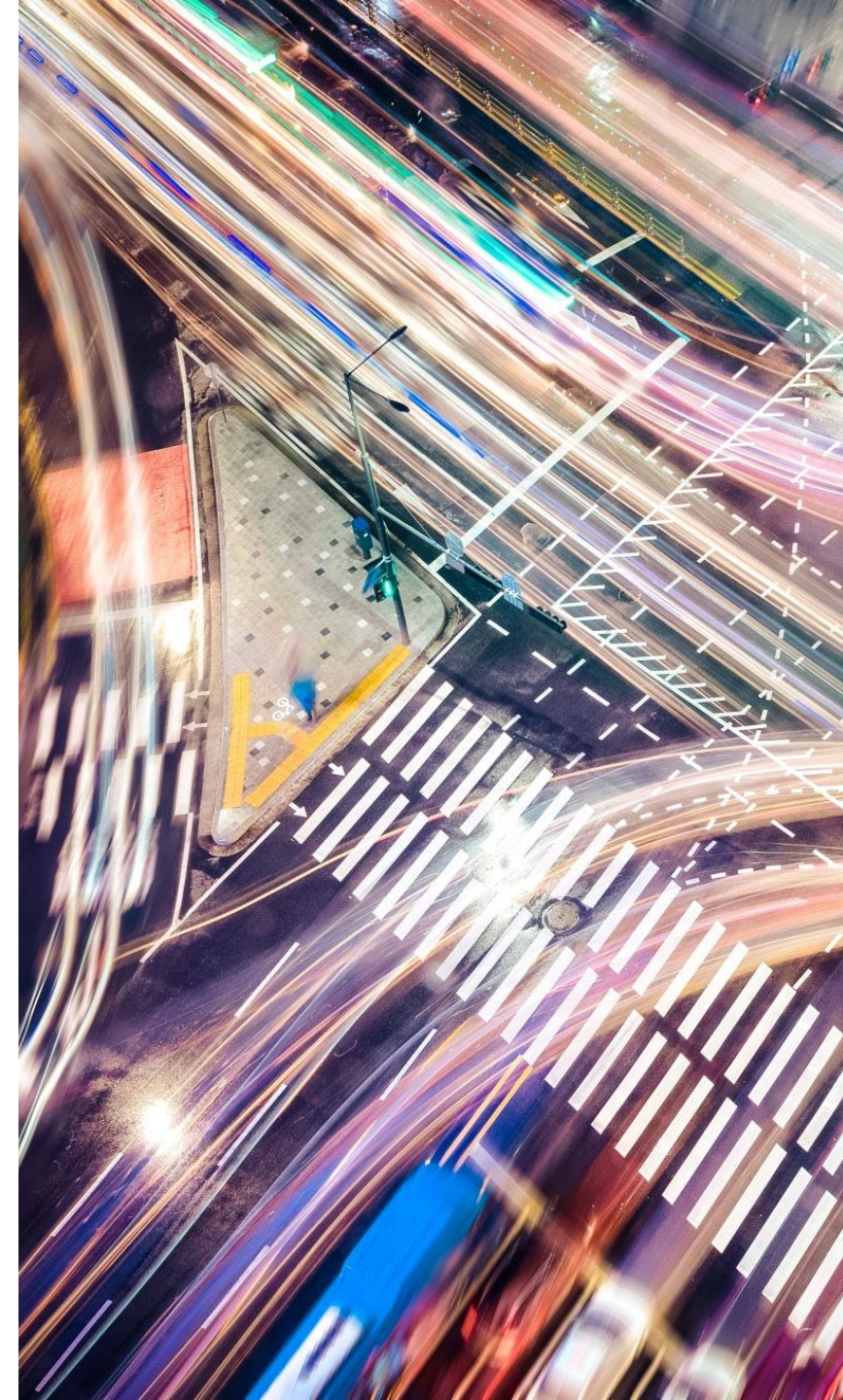
Month	Institution	Date Submitted	Run Start Date	Run End Date	Link to Graphic used	Submission link	Notes/Comments
February - Concerns to Report	UMSL	2/7/2025	2/11/2025	3/3/2025	UMSL design	Email Dorian Hall Directly with the image: halldc@umsl.edu	Digital Board. Displayed in MSC, EDCollabitat and Oak Hall. 1340 pixels wide by 754 pixels
February - Concerns to Report	Missouri S&T	2/7/2025 and 2/17/2025	2/17/2025	3/3/2025	xp9sktyrQ/edit?utm_content=UAGds8V5NI0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton	Email both the images: agast@mst.edu and kimber.crull@mst.edu	1920x1080 for horizontal displays and 1080x1920 for vertical displays.
February - Concerns to Report	UMKC	2/7/2025	2/11/2025	3/3/2025	UMKC design	Send the artwork to this listserv: UMKC Rise Admins gk_rise-admins@umkc.edu	Rise Vision Screen Dimensions (pixels) Standard: 1920 x 1080 Law: 1280 x 768 Bloch: 3840 x 2160 Troost portrait: 1000 x 1150 Troost landscape: 1920 x 1080
February - Concerns to Report	MU	2/7/2025	2/11/2025	3/3/2025	MU design	Submit your artwork by emailing schultztl@missouri.edu with subject: 'TV Request Attn: Tracy Schultz'	Digital Board - Student Union 25 LED screens
April - Why it's important to report	UMSL	4/1/2025	4/1/2025	5/2/2025	FOLDER	Email Dorian Hall Directly with the image: halldc@umsl.edu	Digital Board. Displayed in MSC, EDCollabitat and Oak Hall. 1340 pixels wide by 754 pixels
April - Why it's important to report	Missouri S&T	4/1/2025	4/1/2025	5/2/2025	FOLDER	Email both the images: agast@mst.edu and kimber.crull@mst.edu	1920x1080 for horizontal displays and 1080x1920 for vertical displays.
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MOBILIZE



You have all the outlets, designs, copy, & strategic plan set.  **IT'S GO TIME!**

- Campus and semester dates to consider
- Refining and adjusting the plan by starting with the end goal and working backward to the beginning
- Contact list and documenting deployment
(Update that tracker)



MAXIMIZING TIPS:

- 1. Influencers and stakeholder hubs will help carry your message.**
Intentionally network and connect. Build a cross functional network of committees, staff advisory, college/departments staff meetings, comm/marketing team, etc.
- 2. Numbers talk!**
Defining and data tracking engagement will show leaders key performance indicators (KPIs) to create more buy in.
- 3. Utilize QR codes** to track scanning and geolocation, if you need data to support your campaign, these are not terribly expensive.
- 4.** Save time by learning, understanding, and adhering to **ADA compliance** prior to campaign design.

RESOURCES

- ❑ Communication plan
- ❑ Contacts Tracker
- ❑ Success story & examples



COMMUNICATION PLAN

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DESIGN



RESOURCES

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New Employees Orientation	MU	Patrick Skrivan		Presentation	New employee orientation

MAXIMIZING TIP

Hire work study students to tackle parts of the project!



SUCCESS STORY

OUR REPORTING CONCERNS CAMPAIGN



REPORTING CONCERNS AWARENESS CAMPAIGN

BEHIND THE SCENES OF OUR CURRENT CAMPAIGN

1.

**DIGITAL
SIGNAGE**

2.

NEWSLETTERS

3.

PRESENTATIONS

4.

**COMMUNICATION
PLAN**

5.

**NUMBERS &
TRACKING**

DIGITAL SIGNAGE

Why it's important to **report a concern**



Improve policies
& procedures



Prevent conflicts
from escalating



Foster culture of
accountability & trust



Report to the hotline
umurl.us/ReportConcern



Concerns to Report

Look out for...



Conflict of Interest



Harassment/
Discrimination



Disruptive Behaviors
or Conduct



Facilities & Safety
Concerns



Privacy &
Confidentiality Issues



Healthcare Billing,
Documentation, or Patient
Concerns



Research or Academic
Concerns

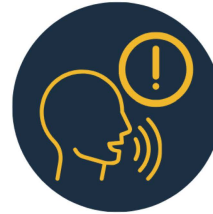
Report here



Report a Concern

Why It's Important

- ▶ Helps prevent conflicts from escalating
- ▶ Helps improve policies and procedures
- ▶ Fosters culture of openness, accountability, and trust



Concerns to Report



Conflicts of Interest



Harassment/
Discrimination



Disruptive Behaviors
or Conduct



Facilities & Safety
Concerns



Research or
Academic Concerns



Healthcare Billing,
Documentation, or
Patient Concerns



Privacy &
Confidentiality Issues



Accounting &
Financial Matters

Where to Report

1

Direct Supervisor, Manager or
Director

5

Human Resources Partner

2

Dean or Department Chair

6

Campus Police or Security
Services

3

Faculty Ombudsperson

7

Chief and Audit Compliance
Officer

4

Trusted Professor, Advisor or
Mentor

8

Integrity and Accountability
Hotline

Ethics, Compliance, and Audit Services



University of Missouri System

**Know the Code.
Understand the Code.
Live the Code.**

Why it's important?

- ▶ Establishes expectations for ethical conduct and appropriate behavior.
- ▶ Outlines our shared commitment to upholding the highest standards of ethical standards, integrity and accountability.
- ▶ Serves as a helpful resource when we encounter difficult situations



UM System Ethics, Compliance, and Audit Services

MORE IS WHAT MOVES US

UNIVERSITY OF
MISSOURI-ST. LOUIS

Why it's important?

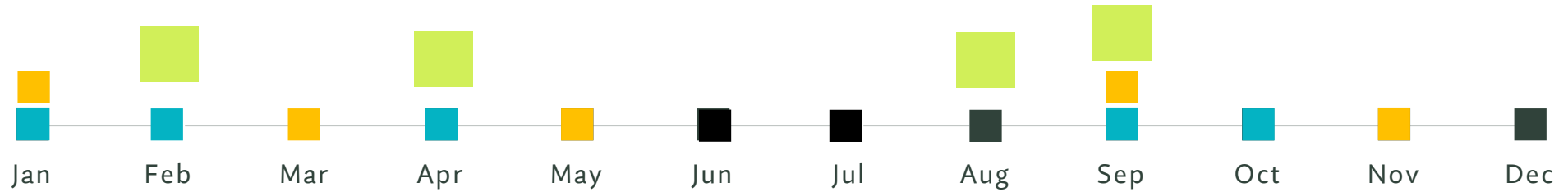
- Establishes expectations for ethical conduct and appropriate behavior.
- Outlines our shared commitment to upholding the highest standards of ethical standards, integrity and accountability.
- Serves as a helpful resource when we encounter difficult situations

The Code of Conduct
Know | Understand | Live
THE CODE

COMMUNICATION PLAN

- Digital Signage
- Newsletters
- Down time
- Presentation

2025



THE NUMBERS

JAN 2025 TO PRESENT

DIGITAL SIGNAGE

Displayed on over **100**
TV screens

PRESENTATIONS

Presented to over **500**
faculty and staff
members in person &
online

NEWSLETTERS

13 different newsletters
across all four
campuses, reaching over
20,000 faculty and staff
members.

SUMMARY

Start small because any increased communication is a **WIN!**

But, the real **win** is what's already around you on campus. This campaign works when we start seeing resources not as limited, but as launchpads for creativity.



April



CONNECT



Adriana



Thank you!