

Communications – Strategic Plan

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Focus

The Institute for Health, Health Care Policy and Aging Research (IFH) communications aspires to create composite content that will fuel IFH's overall mission to be a national leader in improving population health. The communications plan aims to elevate IFH identity from within Rutgers' campuses to the international stage; to provide clear and relevant information to IFH Faculty and Staff, peer institutions and researchers, industry and community partners, policy makers and the public; and to support IFH Centers and promote interdisciplinary work and impact. This plan and work will be focused on IFH vision and values.

Audiences: *Internal:* IFH Faculty and Staff; Rutgers University; *External:* Peer institutions; industry partners; state/federal government; policy makers; health care organizations; and community partners

Priorities:

Boost visibility and identity of IFH promotional materials, branding, name recognition, expert sources and cutting-edge centers and scientific research.

- Work with IFH Director to refine branding
- Design and develop promotional materials in alignment
- Identify what metrics “matter” based on goals and mission; for example, newsletter subscribers, website pageviews, clicks, etc.
- Promote awards, publications, faculty achievements, community events and programs in alignment with identified metrics, goals and mission
- Identify channels and networks where activities and resources should be directed for most effective impact based on identified metrics, goals and mission
- Activate and build our “tribe” or “brand ambassadors,” including IFH faculty, staff, and stakeholders
- Assist IFH Faculty and Staff with social media presence
- Identify resources and opportunities for collaboration with other communications departments and School of Communication and Information

Metrics:

- Data from Google Analytics, social media and other metrics
- IFH Faculty and Staff communications feedback survey
- “Buy in” from faculty and staff to think and act on promotion opportunities as part of their process
- IFH Faculty and Staff ability to articulate the IFH mission and vision
 - Digital and other measurements of name and brand awareness, such as data on mentions, traffic, links, shares, etc.

Priorities:

Focus clear content that engages targeted audiences, energizes conversations and emphasizes scientific research.

- Refine audiences and engagement mechanisms and invest in tools enabling efficiency and automation
- Harness “hashtags” and trending topics to augment reach
- Develop “expert directory” and other resources for media and stakeholders
- Provide ancillary services to IFH Faculty and Staff to support other communications needs, such as copy editing, design and photography, assistance with policy briefs

Metrics:

- Identify what metrics “matter” -- newsletter subscribers, website pageviews, clicks, etc.
- Data from Google Analytics, social media, scheduling and planning
- Earned media, or news “picked up” by media
- Use of “expert directory” and other resources for media and stakeholders
- “Not just the hits, but the quality of hits.” - Newswise editor
- Obtain media feedback on the usefulness of press releases, distribution sources, confirming topic interest information or “beat” structure

Priorities:

Construct workflows and infrastructure for efficient management of content and dissemination of information.

- Work within IFH to establish processes for identifying promotion opportunities, community engagement, and partnerships
- Establish and nurture relationships with IFH Faculty and Staff to understand work and individual missions
- Leverage interdisciplinary structure of IFH, and Rutgers resources, to increase reach by working with other communications teams when appropriate

Metrics

- Number of joint news releases and metrics on reach
- “Buy in” from IFH Faculty and Staff to think about and act on promotion opportunities as part of their process.
- Meetings and regular communication with IFH Centers and researchers

Priorities:

Translate research and communicate findings so it is accessible to and in service of diverse audiences, including the public and policy makers.

- Work closely with IFH Faculty and Staff to understand and “unpack” findings and ensure they are easily understood by targeted audiences
- Reciprocally, helping to relay information from the community to IFH Faculty and Staff in order to amplify their voices to researchers
- Provide or procure media training for IFH Faculty and Staff
- Work with outreach staff and community partners to better understand needs of diverse audiences.
- Leverage technology and harness data and information to improve accessibility and digital resources.

Metrics:

- Feedback and data on optimization and usefulness of website resources
- Obtain feedback to measure trust between from community and academic researchers; for example, using opportunities from NJMAC activities

Priorities:

Spark interest in IFH and inspire sustainable opportunities for collaboration through creative content and marketing.

- Create advertising and marketing materials for IFH sponsorships and events
- Work with development team to align philanthropic funding goals and priorities to encourage investment and support for IFH research
- Provide ancillary services to support development needs, such as speech writing, copy editing, design, videography and photography
- Assist in recruitment through promotion
- Promote IFH in interpersonal interactions with the public, community partners, stakeholders, supporters, policy makers, and others

Metrics:

- Meetings with development team
- Participation in philanthropic outreach efforts, events
- Number of promotional materials produced