GMAC 2011

Online Communications:

Matching Media & Message

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college search 1995

Cocktail party circuit

College Guides

Letters & phone calls

Viewbooks

Direct (paper) mail

Long-form videos

CD-ROMs

College search in 1995 was largely an offline affair. FTF, word-of-mouth, was tremendously important. Though some websites did exist, the primary communication between prospective students and parents was through the phone, letters, and print. Long-form, produced videos were distributed on video cassettes. Cutting-edge colleges and universities were experimenting with "interactive media" distributed on CD-ROMs. Tulane began distributing "Discover Tulane," an imaginative "viewbook" on a floppy disk, in 1992.

One consequence of how the process unfolded is that applicants were identified fairly in the process, allowing institutions to track them over time and communicate with them throughout the application process.

college search 2003

IM & chat

Direct email

Google

.edu website

By 2003, word-of-mouth was still important (though by 2003, conversations occurred over email as well as FTF) and, for teens, IM and chat. Direct paper mail was being replaced by direct email in search.

But more important than either was Google. Typing in the name of an institution you heard about somewhere into Google's minimalist search box brought you directly to its website.

At this point, a college or university website assumed enormous importance. Depending on how well the site facilitated the search for answers to questions from prospective students, they might apply or cross the institution off their list. Colleges like Lewis & Clark began identifying students who could augment institutional messages with their own insights into institutional life. Blog posts containing their words began appearing on .edu websites, next to "official" content.

college search 2011

Facebook
Third-party sites
Stealth applicants

Today, word-of-mouth is facilitated, augmented, and amplified by Facebook and a few other social channels. Many more voices have become part of the conversation, among them third-party sites like Unigo, Zinch, College Prowler. These sites enable conversations about colleges and what they offer (academic, social, etc.) in which anyone can participate. There is little filtering here. Colleges can have a voice in the discussion, but they are only one of many voices in the conversation.

As a result of all the information available, applicants now often appear in college databases when they apply — far later in the process than in 1993.

changes?

more info available to more people, faster

more voices, more opinions

many more channels

institutions lose control of the message

These are some of the major changes that have occurred in the past 20 years — more information from more people offering more opinions delivered over more channels. Today, institutions have lost control of the message as electronic channels & social media in particular enable individuals to communicate rapidly with each other.

New realities for 2011

So, given this landscape, let's look at some new realities for 2011 that make online communications significantly more important — and challenging — for all institutions. Not just colleges and universities.

1.

Everything is connected to everything else.

[bit.ly/9uemQS]

This is Barry Commoner's first law of ecology and mStoner's first law of branding. It's essential to keep in mind when structuring communications and marketing activities. Because of the way the world works today, it's easy for organizational anomalies to be observed and amplified. Consistency counts. Not only in appearance (do your communications look like they come from the same organization?) but voice.

Furthermore, your online presence doesn't occur in a vacuum but is also connected to everything else you do:

People's experiences with your staff when they visit your office.
A customer's experience with your accounting department.
The condition of your buildings.

campaigns

a focused effort to achieve goals using a variety of channels appropriate to the results sought

Given the new realities, it's essential to think about your communications as part of a larger ecosystem. You'll use multiple channels to market your institution and inform important audiences about your brand. And various campaigns will use multiple channels to achieve specific results.

[source: mstnr.me/kHsU99; used by permission of Brad J. Ward]

2.

It's time to get real about social media.

Social media is an extremely important component of any online presence in 2011 and there's a lot of buzz about it in the college and university community. Social media has tremendous benefits to any institution: but this is a time for realism, not hype. In order to be effective with social channels, institutions need to be strategic in their thinking about them; be clear about what social media is good for, and what it's not good for; connect it to other key marcom channels; fund it appropriately; and set appropriate goals — and measure progress against them.

Social media = web-based tools used for social interaction. The most important brand names are Facebook, Twitter, YouTube, LinkedIn, Flickr, though blogs are an important component of any social strategy.

Social networking is what people do with social media: rank, comment, share, post, rant, etc.

Social Networking Sees Marked
Year-Over-Year Growth Age 35-54

**% by Age Group Who Currently Have a Personal Profile Page on
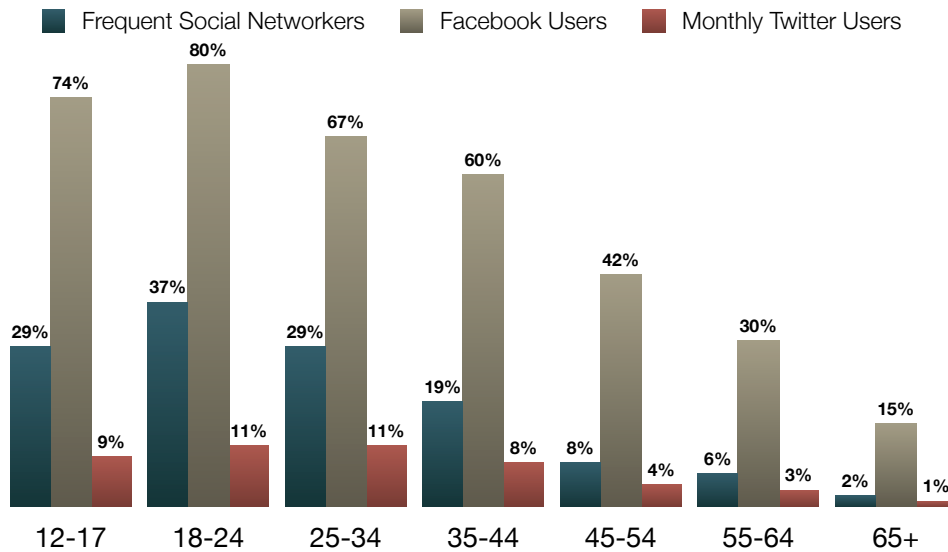Facebook, MySpace, LinkedIn or Any Other Social Networking Web Site**

Legend: ■ 2008 ■ 2009 ■ 2010 ■ 2011

Age Group	2008	2009	2010	2011
12-17	57%	63%	78%	76%
18-24	54%	64%	77%	80%
25-34	34%	44%	65%	68%
35-44	17%	32%	51%	63%
45-54	14%	22%	35%	45%
55-64	4%	10%	31%	31%
65+	3%	3%	13%	15%
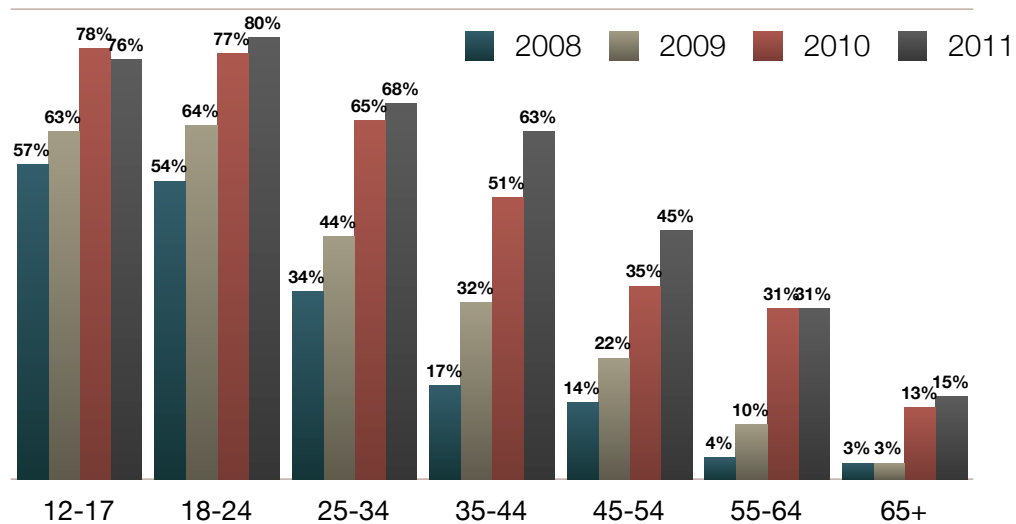
Base: Total Population 12+

ARBITRON

edison research

[source: mstnr.me/jeovHb]

12-34s Most Active Social Networkers

% by Age Group Who Use Social Networks "Several Times per Day"/Currently Have a Personal Profile Page on Facebook/ Use Twitter at Least Once per Month

Legend:
- Frequent Social Networkers
- Facebook Users
- Monthly Twitter Users

Age Group	Frequent Social Networkers	Facebook Users	Monthly Twitter Users
12-17	29%	74%	9%
18-24	37%	80%	11%
25-34	29%	67%	11%
35-44	19%	60%	8%
45-54	8%	42%	4%
55-64	6%	30%	3%
65+	2%	15%	1%

ARBITRON

edison research

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[source: mstnr.me/jeovHb]

#AlwaysBetOnDuke too many went too far with their reviews...we r reviewing who gets games next time and who doesn't based on today's venom

44 minutes ago via web
Retweeted by you and 35 others

↑ Reply   ↻ Retweeted (Undo)

TheRednerGroup
The Redner Group

follow the unfolding story: mstnr.me/duken

And here's a story from Mashable about ten people who lost their jobs over a tweet or Facebook post: mashable.com/2011/06/16/weinergate-social-media-job-loss/

If you don't believe social media has consequences, here's a single tweet that damaged the reputation of luxury brand Kenneth Cole, brought about a huge amount of opprobrium and condemnation online and offline, and caused Cole himself to apologize for his insensitivity on a blog post.

Deep Dive: School Information Sources
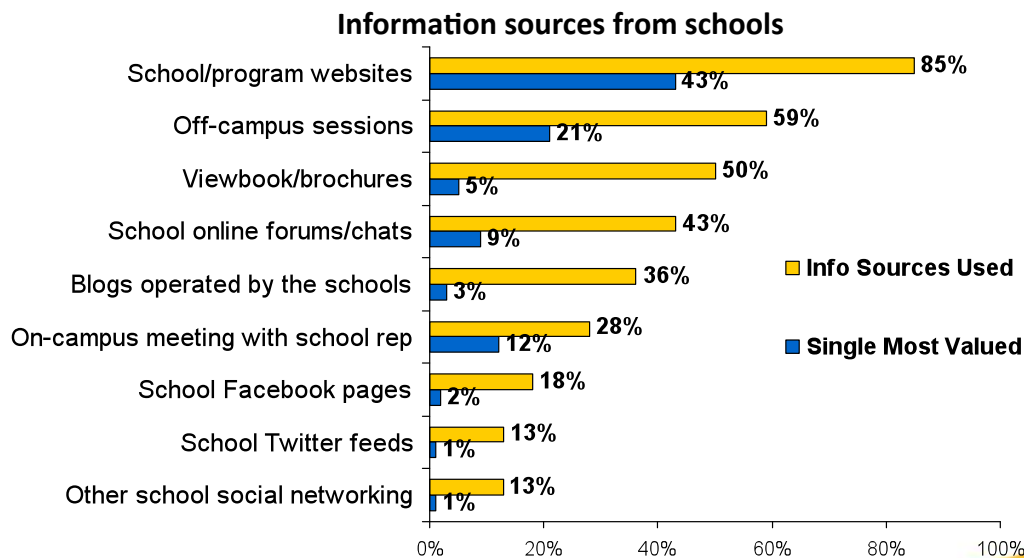
Information sources from schools

Source	Info Sources Used	Single Most Valued
School/program websites	85%	43%
Off-campus sessions	59%	21%
Viewbook/brochures	50%	5%
School online forums/chats	43%	9%
Blogs operated by the schools	36%	3%
On-campus meeting with school rep	28%	12%
School Facebook pages	18%	2%
School Twitter feeds	13%	1%
Other school social networking	13%	1%

Men are more likely to **use** online forums and live chats operated by schools (46% vs 40%), social networking sites (23% vs 16%)
Women more likely to **use** on-campus meetings with school reps (33% vs 25%)
Those with **higher scores** are more likely to **use**…
Online forums and live chats operated by schools (687 vs. 670 score)
Blogs operated by schools (687 vs. 672)
Internationals are more likely to **use f**acebook page operated by school (18% vs 12%)
US citizens are more likely to **use**…
Schools' twitter feeds (17% vs 11%)
On-campus meetings with school reps (48% vs 19%)
Of **school sources**, both groups say they **value** school/program websites the most, with international candidates more likely to value it the most (46% vs 39%).
Internationals are also more likely to value off-campus school info sessions most (17% vs 23%) and US citizens are more likely to value on-campus meetings with school reps the most (22% vs 7%).

admissions

[source: bit.ly/9TldL4]

students vs. U

Legend: ■ What Students Want ■ What Universities Do

Y-axis: % What Students Want vs. What Universities Do

Method of Facebook Interaction	What Students Want	What Universities Do
Adm Counselors Adding Prospective Students as Friends	30.3%	18.6%
Invitations to admissions events	65.1%	54.2%
Posts on wall - how to apply for admission	11.8%	11.9%
Private messages - how to apply for admission	38.2%	18.6%
Posts on wall - missing docs/completing your app	11.2%	3.4%
Private messages - missing docs/completing your app	53.9%	10.2%
Posts on your wall - being accepted	23.0%	1.7%
Private messages - being accepted	41.4%	5.1%

[source: bit.ly/9TldL4]

3.

A Facebook page is not a social strategy.

To many people, Facebook = social media. But having a Facebook page is not, in itself, a social strategy. And despite Facebook's efforts to encourage other websites and marketers to use Facebook credentials to log into their own sites, adoption of this technology hasn't soared. Many people (including me) are cautious about using Facebook exclusively, or too widely, because of concerns about too much communication being forced through a single channel.

students vs. U
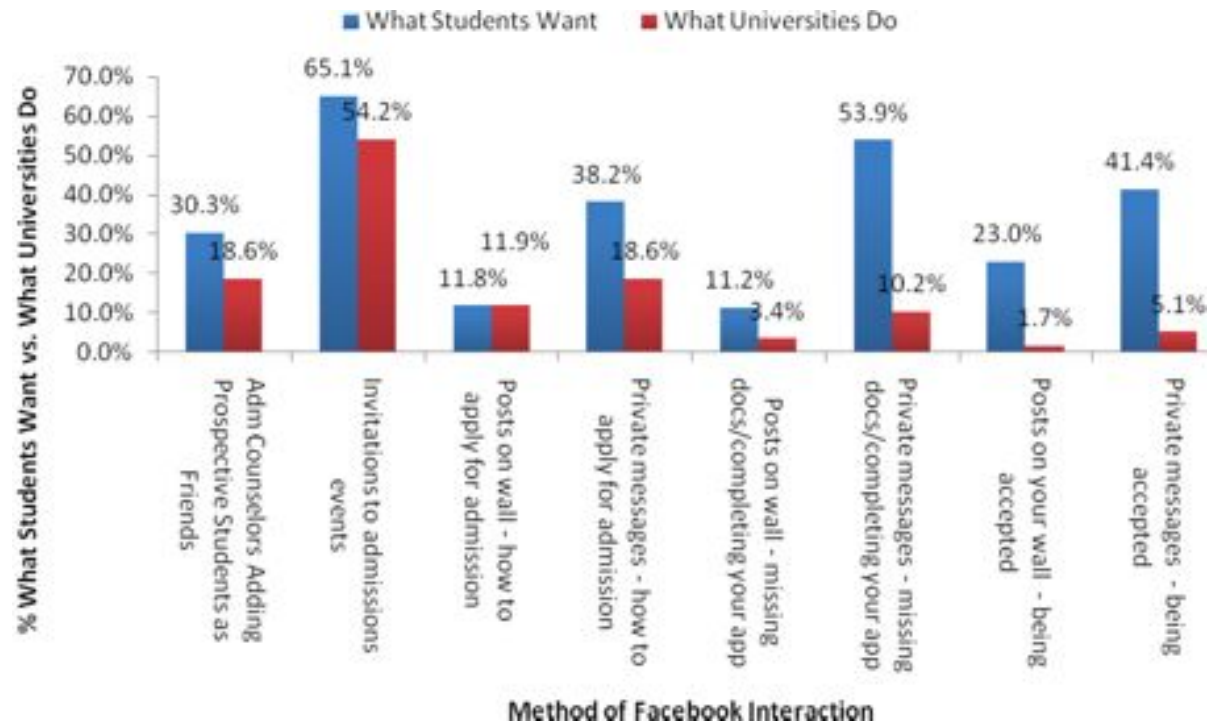
[source: bit.ly/9TldL4]

81%

consumers who have "unliked" a
company on Facebook

One in four social network users knowingly follow brands, products or services on social networks. For those who use these sites and services several times per day, this figure increases to 43%.
• Amongst those who do follow brands, products or companies on social networks, 80% indicate that Facebook is the network they use the most to connect with companies.

(Data from: The Edison Research/Arbitron Internet and Multimedia Study 2011)

4.

The net is in your pocket, where you are.

As mobile devices become more powerful and common, many people are using them to access a variety of content. Social channels — Facebook, Twitter, etc. — are being optimized for mobile access.

• Approximately 46 million Americans 12+ now check their social media sites and services several times every day.

• Much of this frequent usage is driven by mobile access. 56% of frequent social network users own smartphones, and 64% of frequent social networkers have used a mobile phone to update their status on one or more social networks.

And a lot of new tools, such as so-called "location-based services" or "geosocial" tools provide information and other activities to mobile users focused on the location at which they access the web. Examples include Yelp, which offers reviews of restaurants and other businesses; SCVNGR, a mobile gaming platform; and many others.

Location-based sites and services (such as Foursquare and Facebook Places) are familiar to 30% of Americans 12+, and used by 4% of Americans 12+.

(Data from: The Edison Research/Arbitron Internet and Multimedia Study 2011)

For Those With the Social Habit, the Mobile Phone is a True Convergence Device

% Who (Item) On a (Mobile Phone/Smartphone) Several Times per Day or More

■ Frequent Social Networkers
■ All Mobile Phone Owners 12+

Activity	
Send/Receive Text Messages	83% / 53%
Make/Receive Calls	79% / 70%
Use Social Networking Sites	47% / 12%
Browse The Internet	42% / 18%
Listen to Music Transferred/Downloaded to Phone	20% / 9%
Play Games	16% / 6%
Listen to Pandora	8% / 3%
Watch Video	7% / 3%
Purchase an App	4% / 2%

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[source: mstnr.me/jeovHb]

content on mobile platforms

m.wm.edu

FIT mobile site

William & Mary "Dress the Griffin" app
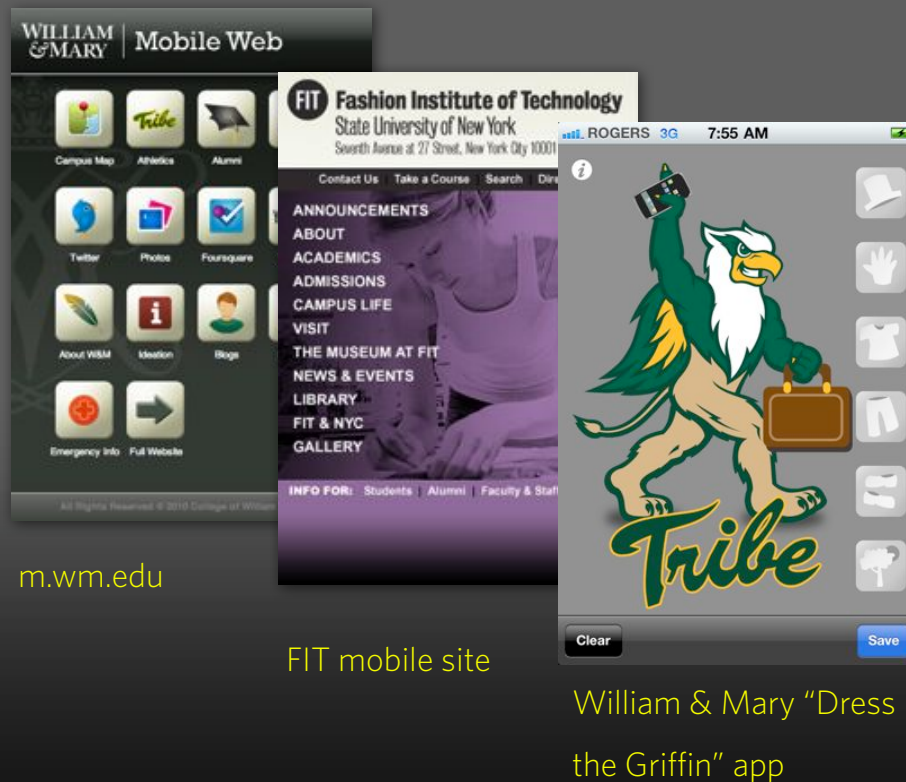
Colleges, universities, and businesses are responding by developing mobile-friendly versions of their websites — essentially slimmed-down versions of their sites. They're also developing "apps," small programs that do something special or fun for important audience segments, like this example from William & Mary which allows fans to dress the college mascot.

scvngr.com

5.
An online presence doesn't just happen.

Of course, none of this will happen without focus, staff, budgets, goals, and measurement.

institutional

well-organized website

appropriate technology & staff to manage it

clear goals + measurement

multiple channels

multiple voices

socal media

specific goals

more planning, less spontaneity

institutional buy-in & support

in-house expertise

multiple SM channels

barriers to success

lack of staffing & expertise

lack of institutional clarity

slow pace of change

lack of commitment

uncertainty about SM usefulness

Social Strategists struggle with relying on engagement data

We asked 140 Corporate Social Strategists: What measurements are most important to evaluating the success of your program?

Measurement	Percent
Engagement data: Retweets, comments, fans, likes, followers, members	65.5%
Sentiment: Overall opinion of what people say	46.2%
Website Traffic	39.5%
Conversions or leads	34.5%
Customer satisfaction rates: Net promoter, survey satisfaction	33.6%
Share of voice or total mentions	27.7%
Actual product revenue	21.8%
Other (please specify)	10.1%
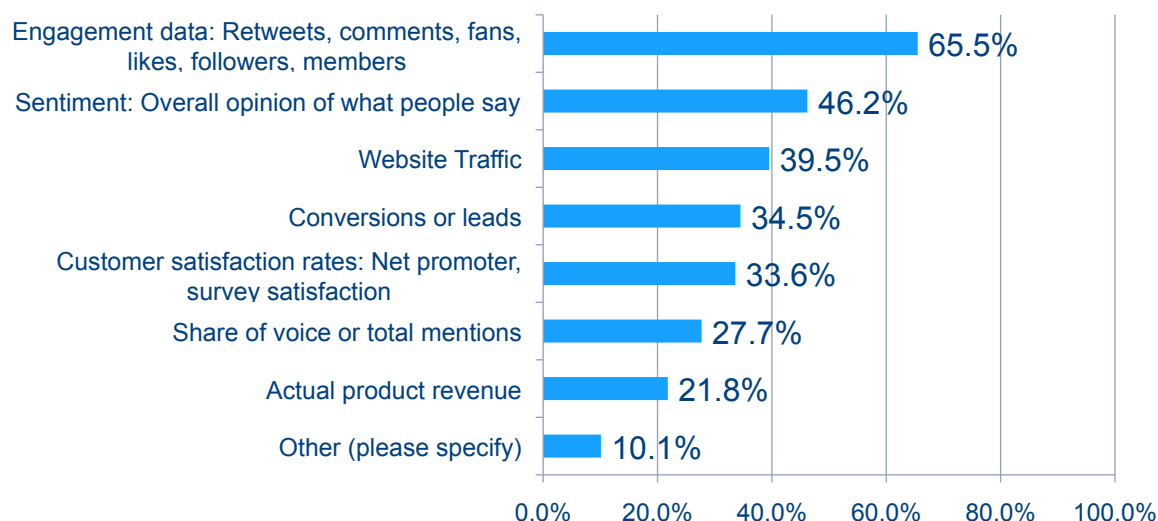
Source: Survey of Corporate Social Strategists, Altimeter Group, November 2010

© 2010 Altimeter Group

[source: Jeremiah Owyang, Altimeter Group]

Measuring the effectiveness of all this chatter is not easy and schools, colleges, and universities struggle with it. Some of the more sophisticated are trying to move beyond counting touches such as Facebook "likes", Twitter "retweets," etc., and attempting to explore how these translate into meaningful engagement such as applying, giving, or otherwise supporting an institution.

But social media is new and even well-funded commercial entities struggle with how to measure its significance in meaningful ways. This chart, from noted consultant Jeremiah Owyang, summarizes what measurements corporate social strategists use to determine effectiveness of their efforts.

case studies

case study
PBO

channels

web	website & blog
map	Google Map w/PBO pins
other SM	Twitter, Facebook, LinkedIn
merchandise	PBO t-shirts & tschotskes
real world	store signs, bus wraps, ads
personal	meetings, displays,

POWERED BY ORANGE

GET CONNECTED!

Oregon State UNIVERSITY

ABOUT PBO

BLOG

ORANGE SPOTLIGHT

ALUMNI BUSINESSES

VIDEOS AND PHOTOS

GET ORANGE STUFF

BEAVER MARKETPLACE

MAP YOURSELF

OSU'S IMPACT

CAMPUS BANNERS

OSU ALUMNI ASSOCIATION

Spring into Orange

PARTICIPATE

87 students stopped by the MU to share their PBO stories on March 31. We know there are thousands more.

Share your story

Orchard View Farms
chosen for this month's Orange Spotlight.

Our Impact

Leading the Green Revolution: OSU is a recognized national leader in teaching, research, service and management practices enhancing sustainability and environmental responsibility. The university's progressive work in these areas are a major reason why Corvallis repeatedly has been named among America's top green, sustainable and livable cities, and why others in higher education look to OSU's authentic, holistic approach as a model for other campuses.

more on OSU's impact

ORANGE SPOTLIGHT

Do you know a business that:

Is owned by an OSU alum

Has lots of OSU alums working there

Supports OSU

Drives innovation

Supports economic growth

Serves in the community

If you know a business that fits this description then please nominate them for the Orange Spotlight. An honor that will go to one business every month starting in April. At the end of august we will be giving away two OSU Football season tickets to one lucky person who has nominated a business.

POWERED BY ORANGE

From the PBO Blog

April 9, 2010
OSU Press author Robin Cody releases first book in 15 years

April 1, 2010
Family Trees

March 31, 2010
Share your Powered by Orange story

PBO BANNERS

Luis Puga

Courtney Smith

POWERED BY ORANGE

Learn more about the Powered by Orange banners going up around campus.

Contact us with your comments, questions, and feedback

POWERED BY ORANGE

GET CONNECTED!

Oregon State University

FOOD. ENERGY. WATER.

Oregon State University is a place where bold ideas are shaped into reality. In this video series you will learn about the difference we're making in the areas of food, energy and water, straight from the people who are making it happen.

Jose Reyes explains what OSU is doing to meet the surging global demand for energy.

Travis Roth describes using fiberoptic technology to detect water temperature.

Patty Skinkis discusses what OSU is doing to help the Oregon wine industry.

Ted Brekken talks about improving the effectiveness of wind energy.

OSU Wheat Breeder Jim Peterson discusses genetic innovation and increased food quality.

In our new commercial, an OSU crew sets the stage for our impact in food, energy and water solutions.

A STRONG START: WHY AN INCOMING FRESHMAN CHOSE OSU

Incoming freshman Sam Kelly-Quattrocchi

As of spring of 2008, Sam Kelly-Quattrocchi has been set on becoming a Beaver. But what attracts a student from California to Oregon State? Here is a conversation with him about his reasons on coming to Oregon State University.

Tell us about yourself:

My name is Sam Kelly-Quattrocchi. I'm an incoming freshman at Oregon State University in the University Honors College (UHC) majoring in Marine Biology. I grew up in Southern California and graduated at the top twenty percent in my high school. When I visited Oregon State University the spring of 2008, I loved it. I'm really excited to start classes this fall.

Choosing what school to go to is a huge decision. What made you decide to choose Oregon State University?

Out of all the universities that I looked at and toured, none of the advisors really took an interest in me. They said, "here's a map, hope you enjoy campus!" At OSU, an advisor sat down with me, got to know me and took genuine interest in me. It was something that other schools didn't do.

After visiting campus, I was convinced; the UHC has a great community, the Marine Biology program combined with Hatfield Marine Science Center were perfect, and the people were so friendly.

What other schools did you apply to before making the final decision?

I applied to University of Oregon, UC Santa Barbara, UC San Diego, and Humboldt State University. I was accepted at a number of them, but as soon as I visited Oregon State University, I did not want to visit any other schools. I'd made my decision.

Where were you involved in high school?

In high school I did anything that involved me being in the water. I swam for the varsity swim team and played water polo. Starting my sophomore year...

Search

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DOWNLOADS
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OSU'S IMPACT
VIDEOS AND PHOTOS
CAMPUS BANNERS

Recent

A Strong Start: why an incoming freshman chose OSU

Watching the Snow: monitoring Oregon's water supply

On the Bright Side: improving solar energy

OSU Grads are powering Portland: Beth Appert

Sharing the Bounty: combatting childhood hunger

Oregon State grads are powering Portland: Bill Brignon

Oregon State involved in global ocean observatory system

Embrace healthy – 'Food Hero' contest promotes nutrition

Archives

- September 2009
- August 2009
- July 2009
- June 2009
- May 2009

PROOF POINTS: COLLEGE OF AGRICULTURAL SCIENCES

Research from the OSU College of Agricultural Sciences (CAS), ranked No. 1 in the United States, plays a substantial, leading role in making healthy, abundant food available in Oregon and beyond.

- OSU's vegetable breeding program has provided generations of Oregonians with the best possible vegetables. Vegetable breeding has been a part of OSU's Agricultural Experiment Stations for generations and is responsible for 90 percent of the commercial green bean varieties and 75 percent of the commercial potato varieties grown in the Pacific Northwest. College of Agricultural Sciences (CAS) breeders have developed healthier tomatoes with added phytonutrients and several hardy varieties for the booming organic fruit market.
- The OSU Seafood Laboratory worked with Oregon seafood companies in the 1990s to create a shore-based surimi industry to produce and market quality Pacific whiting as surimi. Today, the Pacific whiting industry is one of Oregon's largest fisheries, contributing some $20 million annually to the Oregon economy. The Seafood Lab conducts annual surimi schools in Oregon, Asia and Europe, showing industry representatives from around the world how to use this Oregon product to make better surimi products.
- The Willamette Valley produces 98 percent of the nation's hazelnuts, an industry that has been protected and strengthened by CAS research. In the 1970s, a fungal disease was killing trees and contaminating orchards, threatening hazelnut production around the state. Twenty years of CAS research and Extension work has developed disease-resistant varieties and helped to save the industry, today worth more than $65 million annually.
- At the top of OSU's historic contributions to Oregon's wheat industry is the work of Warren Kronstad, who for 40 years bred the varieties that dominated Oregon production, including high-yield Stephens. Today, Jim Peterson continues that legacy through OSU-bred varieties grown on hundreds of thousands of acres in the Pacific Northwest.

Critical discoveries made by CAS faculty researchers are now contributing to improved human health.
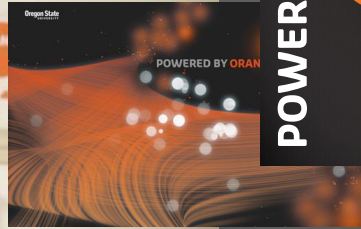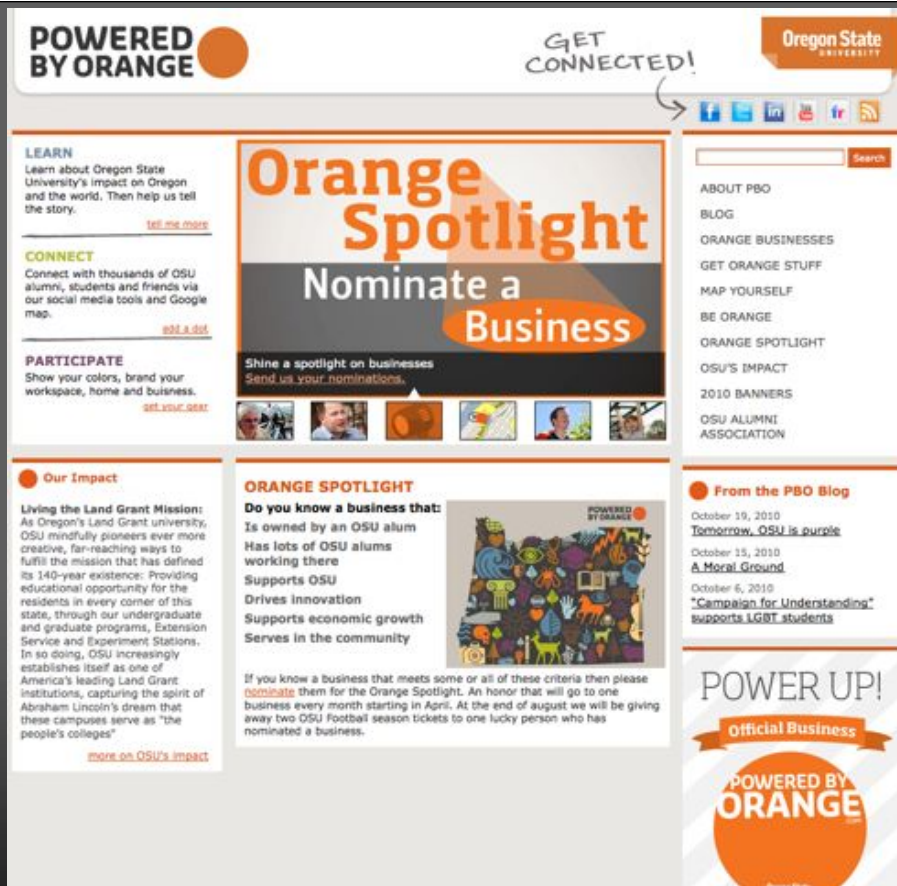
results

>27,000 distinctive participants

On 21 September, 22% of visits from PDX

Facebook: 3,137; LinkedIn: 2,800; Twitter: 460

Other units taking up PBO theme

[bit.ly/aSJZQZ+]

Though it originally targeted Portland, the campaign expanded quickly. PBO evolved into a broader awareness-building campaign for OSU. To make this shift, PBO initiated the Orange Spotlight in 2010. The feature invites nominations for businesses that are "Powered by Orange" — "owned by an Oregon State alum, have lots of OSU alums working there, or are just friends of OSU. They also drive innovation, support economic growth, and serve in the community." Each month, a winning business is selected for the "Orange Spotlight," which includes a feature story on OSU's website, promotion on its social networks, and inclusion in a campaign to push OSU fans to featured businesses via Powered by Orange. People who nominate businesses are entered in a drawing for OSU Football season tickets.

The result? Baker said, "We're getting hundreds of nominations for businesses with some kind of OSU connection." The benefits can be real for businesses profiled. "We just spotlighted a vineyard in Napa Valley, Lamborn Family Vineyards. Its owners are graduates of the OSU horticulture program and using sustainable growing techniques. Lamborn got great publicity when WineBusiness.com picked up the story. This gave us a great story to reuse as we talk about OSU's new wine institute. It was a win-win for all concerned."

The "Orange Spotlight" nominations have enabled OSU to gain detailed information on hundreds of businesses. Baker noted, "That's a pretty significant result for us."

case study
NMHBook

[NHMSchool.org/nmhbook; case study: mstnr.me/nmhbook

NMH URLs

website: NMHSchool.org

Facebook: on.fb.me/fXSykv

blogs: www.nmhblogs.org/

130 Reasons: 130reasons.nmhblogs.org/

Flickr gallery: www.flickr.com/photos/nmhphotos/

Vimeo: vimeo.com/nmhschool

YouTube: www.youtube.com/user/nmhschool

Twitter: @NMHSchool

NMHbook: nmhschool.org/nmhbook

2009 NMH 130th Anniversary Celebration

NMH 130th Anniversary Celebration at Northfield Mount Hermon School, November 4, 2009

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NMH 130th Anniversary Celebration at Northfield Mount Hermon School, November 4, 2009

2009 NMH 130th Anniversary...
63 photos

2009 NMH Dance Concert: Spark
85 photos

2009 Outdoor Team at Tully...
18 photos

2009 Halloween

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nmhschool
nmhschool's Channel

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Athlete of the Week
From: nmhschool | November 10, 2009 | 19 views

Every week, NMH honors athletes who are killin' it - crazy goals, great save, or abundance of team spirit. This week at all-school meeting, this little vid introduced the announcement.

0 ratings

View comments, related videos, and more

Uploads (24)

Athlete of the Week
19 views - 1 day ago

NMH: Academic Intelligence
55 views - 1 week ago

NMH Dance-off, October 2009
153 views - 1 week ago

see all

Favorites (5)

Northfield Mount Hermon School Varsity Field Hockey
mace213 - 667 views

NMH SS activities announcement
dbkhoa - 305 views

NMH Basketball 06-07
DakiddBM - 6,612 views

see all

nmhschool

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Block User | Send Message

Profile

Channel Views:	2,017
Age:	34
Joined:	July 17, 2008
Last Sign In:	1 day ago
Videos Watched:	154
Subscribers:	15

Northfield Mount Hermon School YouTube channel

Country: United States

Subscriptions (2)

mace213 mace213

Recent Activity

nmhschool uploaded a new video (1 day ago)
Athlete of the Week
Every week, NMH honors athletes who are killin' it - crazy goals, great save, or abundance of team spirit. This week at all-school meeting, this li... more

nmhschool uploaded a new video (1 week ago)
NMH: Academic Intelligence
At Northfield Mount Hermon, teachers have ambitions... for students and their achievements in the classroom.

nmhschool uploaded a new video (1 week ago)
NMH Dance-off, October 2009
NMH students hold intramurals of all kinds. One of the wackiest (and most competitive and creative) in the interdorm dance competition.

nmhschool uploaded a new video (3 weeks ago)
NMH: Direct Yourself
Hear from a Northfield Mount Hermon student about the opportunities to direct your own experiences at NMH, whether it's an art project, your academ... more

nmhschool uploaded a new video (1 month ago)
NMH: Learning And Diversity
Hear from Northfield Mount Hermon students and a teacher on how different points of view lead to different kinds of conversations.

Subscribers (15)

mstonerinc hermanhj xalwayzbo... sporter59 EddieH467 dannylau328 Grainne01

see all

Channel Comments (1)

musicgirl902 (3 months ago)
Go NMH!!!

Add Comment

Current Students
Alumni
Parents
Faculty & Staff

Apply
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ABOUT NMH | ACADEMICS | ADMISSION | STUDENT LIFE | ARTS | ATHLETICS | SUMMER SESSION | NEWS & EVENTS | SUPPORT NMH

NMHbook

Email Print

NMH ON **facebook**

John H. Wilson
November 11, 2009 8:33am

Congratulations on the launch of the Facebook site. Loved the photos, especially since I was just there. Would have liked a closeup of Boulger

Vinh Vinny Nguyen
November 11, 2009 10:51am

Hi, I am Vinny, I attended NMH in 94 and my sister in 96 97. I have one BIG question that I am dying to know: which campus is now closed? I know now it's MH campus, but I don't remember what the name of my campus, but my campus had West Gould dorm and a stone gray church. There was a girl campus name Marquee or so. can someone answer my question please, I need to know.

Northfield Mount Hermon School
November 10, 2009 9:16pm

We relaunched our website today. We are a little biased (and very modest). We think it's pretty cool.

Northfield Mount Hermon School
November 8, 2009 2:25pm

The NYT ran a story on prep schools like NMH and what the economic downturn means for financial aid. (We are giving more than $7 million in aid to families this year.) The bottom line: It's a good time to support your favorite school.

More ▶

NMH ON **flickr**

◀ ▶

NMH ON **YouTube**

Athlete of the Week
19 hours 11 min ago

NMH: Academic Intelligence
1 week 5 days ago

NMH Dance-off, October 2009
1 week 5 days ago

NMH: Direct Yourself
3 weeks 5 days ago

NMH: Learning And Diversity
4 weeks 5 days ago

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NMH BLOGS

New book — Asylum: inside the closed world of state mental hospitals
Wednesday, November 11, 2009 - 09:30
...

Who is Patricia O'Brien?
Wednesday, November 11, 2009 - 08:49

Patricia O'brien sitting at her desk in Schauffler Library. Patricia O'...

This Week in NMH History 2009-10 #11
Wednesday, November 11, 2009 - 08:28

30 Years Ago from *The Bridge*, vol. 11, no. 6; p. 2 (November 14, 1979) You Can...

more ▶

NMH ON **twitter**

@boardingschools NMH has launched the brand new website! Check it out at www.nmhschool.org #school — *about 1 day 1 hour ago from web*
Reply | View Tweet

@boardingschools 11 NMHers in the class of 2010 have earned a perfect 800 on their SAT Math Sections this year! #schools — *about 1 day 3 hours ago from web*
Reply | View Tweet

@boardingschools check out all of our @flickr photos from the weekend's incredible dance performances! http://bit.ly/Dk2cF #goodtimes — *about 2 days 5 hours ago from web*
Reply | View Tweet

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engagement!

"For us, engagement is the strongest reason for being involved in social media. We want people to engage: we're careful about pushing them to take action."

Heather Sullivan, director of communications at NMH, says that key success factors for her social media initiatives are clear differentiators for the school, a great website, and institutional buy-in for her social media initiatives.

case study
W&M
Mascot Search

[case study: bit.ly/9li6EU]

URLs for assets associated with this campaign:

blog: wmmascot.blogs.wm.edu

Facebook: bit.ly/8YnyHl

Twitter: @WMMascot

YouTube: www.youtube.com/wmmascot

Flickr: bit.ly/cYVYk3

channels

email	e-newletters, digests, email from prez
periodicals	alumni magazine, newsletters, student newspaper
web	WM.edu, Alumni Assn, Tribe Athletics
Facebook	former mascot
YouTube	W&M channel
blogs	mascot choice/old mascot

William & Mary Mascot Communication Plan			
February 2009 - September 2009			
	Status	**Deadline**	**Comments**
PLANNING			
Brainstorming			
Create an concept/identity for the mascot project	complete	2/1/09	Joel Pattison designed - Mascot Search
Build a website	complete	1/31/09	
Create a blog	complete	1/31/09	
Send graphic and concept to campus stakeholders	complete	2/26/09	for their use in print and on the web
KICK OFF			
Message/announcement from President	complete	2/27/09	
Release from University Relations	complete	2/27/09	
Spot in Alumni Magazine (March issue)	complete	3/28/09	
REINFORCE KICK OFF			
Announcement in WMDigest	complete	3/4/09	post asking for feedback on guidelines
Announcement in Student Happenings	complete	3/4/09	post asking for feedback on guidelines thru 3/16
Announcement on myWM	complete	3/4/09	post asking for feedback on guidelines thru 3/16
Announcement in eConnections	complete	3/12/09	eConnections goes out 2nd Fri of each month; deadline is 1st Thurs of month
Announcement in Momentum	complete	3/20/09	goes out to 46,000 monthly; includes faculty/staff/currentparents
Unveil Colonel Ebirt Blog	complete	3/2/09	in FAQ and on Ebirt's facebook
Send Release to all three student newspapers	complete	2/27/09	
Announcement on Tribe Athletics website	complete		posted week of 2/27 and week of 3/9
Announcement in Tribe Pride Newsletter	complete	March	
Announcement on W&M Alumni site	complete	2/27/09	
Mascot Search Widget for www.wm.edu	complete	6/5/09	placed in Campus Life section and "M"; 4/9 added to Communities page; added to Alumni and Current gateways on June 5 - June 30
Added Mascot Search link to Athletics bridge page menu	complete	4/15/09	
Sent blurb and graphics to Business School	complete	3/25/09	Included in Mason Experiences March 2009
Sent blurb and graphics to Law School	complete	3/31/09	will appear in Law eNews for late March

A Mascot for William & Mary

We've got plenty of Tribe Pride ... and our searched ended with a Griffin.

Blogging William & Mary's...

MASCOT SEARCH

Tribe Pride welcome to the Griffin. Wrapup: the mascot search is over.

April 7, 2010 by wmmascot

William & Mary's new mascot, the Griffin, arrived on campus yesterday. Here, you'll find a round up of some of the media coverage of our new mascot.

And you most assuredly don't want to miss these on William & Mary's YouTube channel:

- "Get me the Griffin"
- "Introducing the Griffin, the Tribe's new mascot"

For me, I love the Griffin, and I'm happy we have a mascot (to be frank, any mascot).

But, right now, what I really feel is grateful. Because of the mascot search, I had my first opportunity to work with W&M's Athletic Director, Terry Driscoll. Terry did a super job spearheading our effort and it was an immense pleasure to work with him. Many, many people worked behind the scenes on the W&M Mascot Search. They deserve our thanks for a fun, inclusive, and carefully-planned process.

- Mascot Search Committee
- W&M Athletics
- Creative Services
- University Relations
- Alumni Association
- College Communications Council
- Tribal Fever
- Brian Whitson, University Relations
- Joel Pattison, Creative Services
- Pete Clawson, W&M Athletics
- Eric Pesola, Alumni Association
- Amy Schindler, Swem Library
- Spencer Milne, W&M Athletics
- Pete Kalison '57

In my humble opinion, The Flat Hat said it best:

> Now it's up to the campus community to accept the Griffin, and we think it should. We're willing to admit it is difficult to accept something that was, in a way, arbitrarily imposed, and acknowledge that some may not even try. But, as new classes of students enter the College to see the Griffin excitedly exhort the Tribe — a nickname we are happy to see the College retain — we believe the Griffin will soon become a welcome and reputable symbol. Although it took a while to get here, we're on Team Griffin.

Go Tribe! Shout out to the Griffin!

Adios,

- Susan T. Evans, Director of Creative Services, The College of William & Mary

Posted in Communication | No Comments »

PAGES

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LINKS

Alumni Association
Mascot Committee
Tribe Athletics
W&M Tribe Club
William & Mary

THE TRIBE

on Facebook
on Twitter
on YouTube
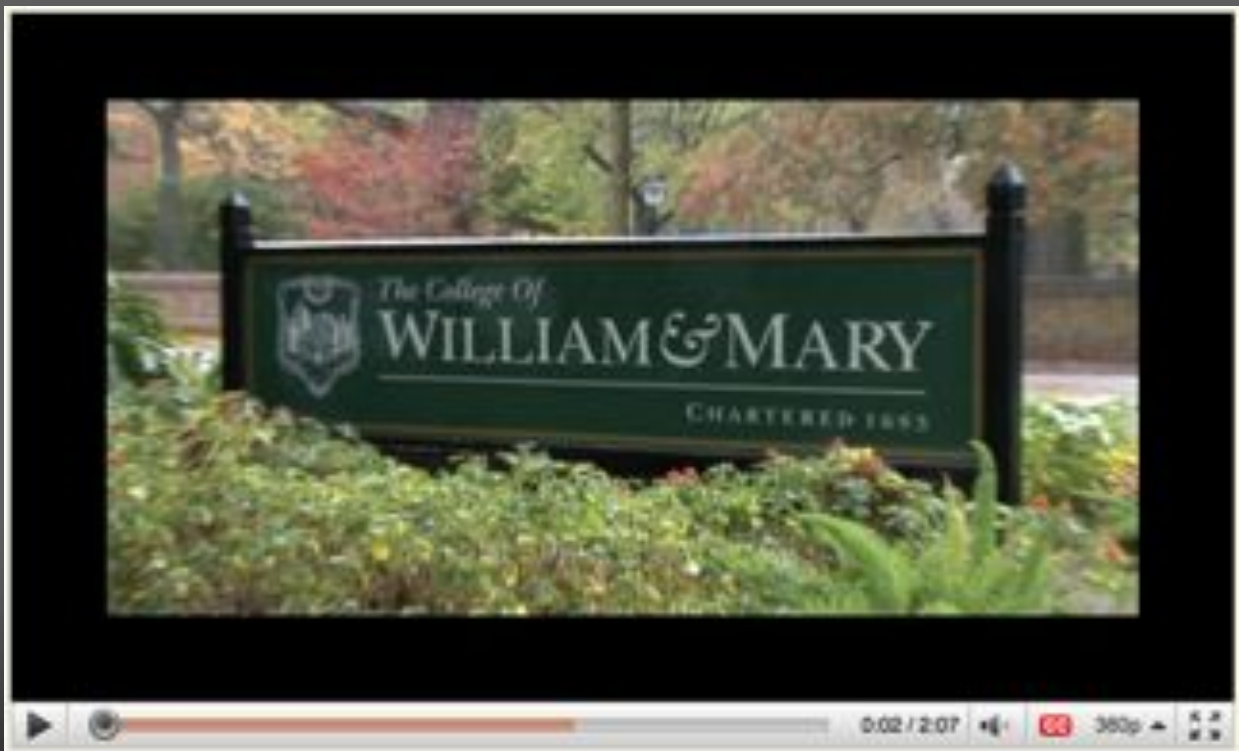
[bit.ly/dmRg3O]

April 8, 2010: Virginia's Confederate History Month & Griffin Mascot

Video paused...

00:03/04:22   SHARE

Thursday April 8, 2010
Virginia's Confederate History Month & Griffin Mascot
Bob McDonnell declares April Confederate History Month, and the College of William and Mary announce its new pantsless griffin mascot.

Tags: Virginia, Bob McDonnell, Civil War, history, wars, slavery, mythology, the South, the North, College of William and Mary, college, mascots

| Views: 103,232 | 10 comments | 100% Thumbs Up   Rate: | SHARE |

[bit.ly/czaavP]

results

839 mascot suggestions/90 days

11,183 survey completions/4 wks

3,345 view of mascot search YouTube vid

16,913 unique visits of finalist unveiling

earned media= Daily Show, WaPo,

ESPN, USA Today, CHE, etc.

case study
University of Nottingham

Relevant URLs

electionblog2010.blogspot.com
www.youtube.com/user/60secondpolitics
nottspolitics.org

The communications and marketing team at the University of Nottingham created a campaign focused on positioning Nottingham as the definitive source of expert commentary on the 2010 UK elections. This involved both staff members in the communications and marketing team as well as faculty with expertise in politics. By live blogging 24/7 during the election season, they wanted to draw the attention of reporters and major media , scholars at other institutions, the general public, potential students, and public opinion influencers. Before the effort began, they developed a series of goals to which they attached specific numbers. For example: "to generate 20 pieces of national and international [media] coverage…"; "… to help increase applications by at least 5%." In preparation, the team researched reporters, bloggers, and experts, developing extensive lists of media contacts. One staff member worked closely with the faculty experts and bloggers to time tweets and posts in response to developing election themes. Traffic was largely driven by Twitter (123 tweets with 7,779 click-throughs), online PR, and linked placement of faculty experts supported by their blog posts and traditional PR work. By the campaign's end, 104 blog posts had delivered more than 90,000 page views. The campaign exceeded all the targets set by the office. And: "Every item of national media coverage on Election Day featured a University of Nottingham spokesperson," for a total of 466 national media hits.

This blog collects perspectives on the election you won't find anywhere else, by political experts, based in the School of Politics and International Relations at The University of Nottingham.

New Politics: The Prime Minister Speaks

"Britain can do better. Britain can be better than this.

...

Building the greatness of our nation through the greatness of its people.

No more squandering the nation's assets.

No more sleaze ...

No more lies.

No more broken promises."

(Tony Blair, 1997)

Visitors to the blog

00057160

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Recent Comments

Андрей Куликов wrote...
I think that it obviously was the economy election. Whatever we can say about other issues like...
Continue >>

Frugal Dougal wrote...
I always wondered why we never saw Lembit Opik and Harriet Harman in the same room...

Charles Barry wrote...
Hear hear.

case study
McCombs School of Business

Relevant URLs

McCombs School of Business, UT: new.mccombs.utexas.edu/
McCombs Blogs and Social Media: new.mccombs.utexas.edu/blogs
McCombs Today: blogs.mccombs.utexas.edu/mccombs-today/
McCombs Today Facebook Page: www.facebook.com/UTMcCombsSchool
Texas Enterprise: texasenterprise.org/
Texas Enterprise on Facebook: www.facebook.com/pages/Texas-Enterprise/
227780052714

BLOGS

BLOGS AND SOCIAL MEDIA

McCOMBS BLOGS AND SOCIAL MEDIA

Blogs | Social Media

Blogs

School, Alumni News
- School news: McCombs TODAY
- Dean's blog: Noteworthy

Business and Policy News
- Big Ideas in Business: Texas Enterprise

Program and Department News
- Undergraduate Program: BBA News
- Business Honors Program: BHP News
- Leadership Program News: McCombs Leadership Program
- Department of Accounting News: Accounting Times
- Department of Information Management News: Information Management News
- Executive Education News: Texas Executive Education News

Admissions Blogs
- MPA Admissions blog: Texas MPA Admissions Blog
- MBA Admissions blog: Texas MBA Admissions Blog
- Professional MBA Admissions blog: Texas MBA for Working Professionals Admissions

Student Blogs
- MBA student blog: Texas MBAs Talk
- MPA student blog: Live and Learn
- BBA Study Abroad: BBA Abroad

Center Blogs
- EMIC: Energy Management and Innovation Center
- Supply Chain Management Center: Texas Supply Chain Online
- REFIC: Real Estate Finance and Investment Center
- CCIMS: Center for Customer Insight and Marketing Solutions

Professors' Blogs
- Prof. Brandl's blog: Macroeconomic Updates
- Prof. Leeds's blog: Leeds On Finance
- Prof. Spellman's blog: The Spellman Report
- Prof. Titman's blog: Energy Insights
- Prof. Adams's blog: Dr. Rob Adams
- Prof. Kelm's blog: Orlando R. Kelm's Blog

HOME | TOPICS | INNOVATION | LEADERSHIP | WORKPLACE | FINANCE | POLICY | CONTRIBUTORS

Powers of Green: Cityscape of the Future

by Matt Turner — 06/13/2011

The cityscape of the future will be much greener and more useful, if landscape ecologists have their way. Even businesses will use nature's full potential to provide elegant solutions for a host of urban problems — among them energy waste, excess carbon, the heat-island effect, and polluted air and water. And even better, landscape ecosystems can actually help businesses save money.

more...

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An Easy, Monthly, Low-Risk Method for in...	5 likes
Is MBA Tax-Deductible?	5 likes

Feeds

Big Ideas from Top Business Schools

- Meeting the cybersecurity challenge
- Search Diversion, Rent Extraction and Competition

Rigorous Debate Results in Better Decisions

When important decisions are made without a full debate, the results often don't address all of the points that require attention. While debate of a personal nature has no place in business meetings, passive acceptance of a recommended action is just as wrong.

Injecting Science: Study Aims to Inform Debate Over Natural Gas 'Fracking'

Growing controversy over the environmental ramifications of hydraulic fracturing, or fracking, has dampened enthusiasm over that method of extracting natural gas from shale. A new study will take a comprehensive look at the environmental issues and regulatory climate related to fracking in an effort to "separate fact from fiction."

As Greece Goes, So Goes Europe: How the Unthinkable Happens

The European debt crisis has divided the Eurozone into "Rich Uncles" and "Poor Uncles." The situation has now become dire for Greece, and the number of governments asking for assistance is increasing. The meltdown in Greece is not just a Greek problem: When government bonds go down, banks go down, and governments that honor their financial guarantees to banks also go down.

Finding a Common Language in Intercultural Negotiation

The reluctance to engage with people from another country is not uncommon. Language barriers may be just the tip of the iceberg in an international negotiation. Because each culture has its own customs for communicating in business and social situations, it can be difficult for members from different groups to bridge those gaps in a short amount of time.

Energy Beyond the Kilowatt-Hour

Conservation is more complex than simply pulling the plug on energy-draining electronics. A system of networked technologies collectively known as the smart grid could change the ways Americans use and deliver electricity. But first, consumers and energy providers must prepare for the

SMART QUOTES

There will be some silver bullets in energy, and in fact we should demand them.

—Robert Metcalfe

outside insight

TxE Bloggers Share Business Expertise in Marketing, Human Development, Startup Investing, and More

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- Do You Have an EEOC Disaster Recovery...
- The U.S. Debt-Intragovernmental...
- Health Care Infrastructure IT Enables...
- Coaching Breakthroughs - Volume One
- QR CODES - HYPERLINKS OF THE FUTURE...
- The U.S. Debt-Inflation and the Economy
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- Crossing the Innovation Chasm(s)

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The University of Texas at Austin – Official Page

Create a Page

Wall   Texas Enterprise · Top Posts ▾

Texas Enterprise
Just by tweaking their landscaping, businesses can harness elegant energy– and money-saving solutions from nature.

Powers of Green: Cityscape of the Future | Texas Enterprise
texasenterprise.org
The cityscape of the future will be much greener and more useful. If landscape ecologists have their way, even business properties in tomorrow's deliberately planned urban landscape will use nature's full potential to provide elegant solutions for a host of urban problems — among them energy waste.

3 hours ago · Like · Comment

Texas Enterprise
http://bit.ly/iGaRkg

Do You Have an EEOC Disaster Recovery Plan? | Texas Enterprise
texasenterprise.org
Every company and business owner has experience with employee issues that fall under the watchful eye of the Equal Opportunity Commission. As an employer, how can you prevent EEOC claims in your organization?

Yesterday at 1:54pm · Like · Comment

Texas Enterprise
Research by Jay Hartzell of the UT McCombs School of Business was featured in today's Daily Stat from Harvard Business Review.

Ministers Get Pay for Performance Too – The Daily Stat – June 14, 2011 – Harvard Business Review
web.hbr.org
Five days per week, The Daily Stat brings you facts and figures offering a quick, sometimes quirky perspective on our world and the business that happens in it. Visit this page to view the 'Ministers Get Pay for Performance Too' Stat.

Tuesday at 1:43pm · Like · Comment

Texas Enterprise
http://bit.ly/lHEg3t

Here's A Tip for You | Texas Enterprise
www.texasenterprise.org
The last time you stayed in a hotel, who were the people in positions to obtain tips? The doorman, certainly – the first person you see when you arrive, who helped haul your luggage out of the trunk, who grabbed that elusive taxi you needed. Then, the bellman, who loaded the bags on a cart and d

Monday at 3:20pm · Like · Comment

Texas Enterprise
The financial meltdown in Greece is not just a Greek problem: When government bonds go down, banks go down, and governments that honor their financial guarantees to banks also go down, says UT McCombs School of Business prof Lew Spellman.

As Greece Goes, So Goes Europe: How the Unthinkable Happens | Texas Enterprise
texasenterprise.org
"I used to think that if there was reincarnation, I wanted to come back as the president or the pope or as a .400 baseball hitter. But now I would like to come back as the bond market. You can intimidate everybody." James Carville, 1992

June 8 at 7:27am · Like · Comment

best practices

best practices

multiple channels
multiple sources of content
channel integration
sense of humor
planned evolution
results
phone calls
real world