



Lock Haven University

Strategic Communication Plan

Updated by the Office of Strategic Communications

1/29/2021

Purpose: The purpose of this plan is to identify the key areas of oversight for the office of Strategic Communications, noting the particular initiatives, projects, and responsibilities for each area while also identifying corresponding policies relevant to the campus community. In addition, the plan identifies links to the University Strategic Plan.

This is intended as a working document, subject to grow, change, and evolve in keeping with the needs of the University and the mission of the office and division.

Who We Are:

The office of Strategic Communications communicates the mission, vision, and accomplishments of the Lock Haven University community through a robust variety of projects and outlets. As the University's communications center, the office works to tell The Haven's story and share its unique advantages through publications, the news media, digital media, and brand development—helping to both shape and advance the University's image and reputation.

The office manages internal and external communications and is the official liaison for news media. As the University's publications resource, the office produces a variety of printed material, including the University's alumni publication—The Haven Magazine, the LHU & You community newsletter, alumni newsletter, special publications, and collateral material. The office collaborates frequently with the Enrollment Management and Student Affairs Division on marketing and recruitment initiatives. The office also manages social media and web and electronic publications, multimedia projects, and takes creative lead in the design and content management of the University's website.

Strategic Communications acts as the liaison between the University and external organizations, business leaders, local and state elected officials, and community non-profits to build strong relationships— thus positioning the University as an important local and regional partner.

Advancing the goals, image, and mission of the University by promotion through a strategic marketing program to internal and external constituencies and the public is key to building recognition and attracting a diverse and vibrant student body, maintaining a complement of highly-qualified faculty and staff, and solidifying strong community partnerships.

Mission: The office is a campus-wide resource that promotes pride, support, and recognition to key constituencies through authentic and compelling narratives.

Areas of Oversight:

- Media and public relations
- Athletic Communication and Marketing
- Internal communication
- Multimedia communication, including website management
- Social media communication
- Brand development and compliance
- Marketing
- University publications
- Community and Government relations

Media and Public Relations

Lock Haven University's Office of Strategic Communications serves as the information liaison between the University and the external communities and is responsible for a broad range of public relations functions including developing and disseminating university information from all internal constituency groups including but not limited to the office of the president, senior administration, staff, faculty, and students.

All press releases, media advisories, photos, and other information intended for external audiences must be routed through the Office of Strategic Communications, specifically the Assistant Director of Media Relations (Julie Stellfox jms833@lockhaven.edu).

The following protocols are intended to proactively facilitate the effective dissemination of news and information to the external community and media in a consistent and cohesive manner.

Media Access To LHU's Facilities

Although Lock Haven University is an open campus for visitors, access for media requires prior approval from the Office of Strategic Communications. In the event a reporter reaches out to you, please inform the Office of Strategic Communications (earnold@lockhaven.edu 570-484-2293; or jms833@lockhaven.edu, 570-484-2293.) In the event the reporter is requesting access to a faculty member, staff member, or program, a representative from Strategic Communications must either provide approval and/or accompany the media representatives to facilitate the visit. Without prior permission from the University, access to classrooms, offices, and to all residence halls is strictly prohibited. Media personnel who interfere with or delay LHU's normal operations may be asked to leave campus. In crisis situations, please do not make any statement on/or off the record to any media representative, please refer them immediately to the Executive Director of Strategic Communications (Elizabeth Arnold earnold@lockhaven.edu; 570-484-2293).

Press Releases/Media Advisories

The Office of Strategic Communications is the **only** office on campus permitted to distribute news releases on behalf of Lock Haven University and its administrative and academic units. By directing all communications to media through the Office of Strategic Communications, the University will maintain a professional, journalistic communication style and ensure materials are reviewed for a consistent, appropriate public image for the institution.

Any member of the LHU community – faculty, staff, students – can request a press release or a media advisory for their news or event. Releases and advisories will be placed on the University website, sent to area media outlets for possible publication, and may appear on the University's various social media accounts. Events announced through media advisories also will be placed on the University's online events calendar: <http://www.lockhaven.edu/helios/>.

All press release and media advisory requests must be made by completing an online form, available at LockHaven.edu/universityadvancement. All forms will be reviewed by the Strategic Communications staff, who will determine if a release or advisory will be created and distributed to area media outlets.

Crisis Communication (See Separate Plan)

Strategic Plan

Media Relations has a direct correlation to each of the four parts of the University's strategic plan.

- Academic Excellence – Media Relations plays an important role in showcasing the successes of current students, faculty, staff, alumni, and the University as a whole, as well as aids in recruitment and retention of students, faculty, and staff.
- Financial Stability – Media Relations can be used as a tool to attract and retain students to aid in enrollment goals and to promote and showcase alumni and community relations in connection with other possible revenue sources.
- Responsibility – Media Relations plays a major role in providing important rights and safety information to students, faculty, and staff and by providing opportunities for campus and community involvement.
- Partnerships – Media Relations helps to showcase the connection and partnerships between the University and the local and regional community, throughout the state of Pennsylvania, nationally, and worldwide.

Athletic Communication and Marketing

Lock Haven University's office of Athletic Communications is responsible for the promotion of Lock Haven University's 20 collegiate athletic teams, as well as LHU's student-athletes and coaches. The office oversees all sports information, strategic communication, public relation, marketing and creative service duties related to LHU athletics. The office serves as a liaison to all forms of media at the local, regional and national level. The Athletic Communication & Marketing staff oversees the athletic departments social media network, serves as the department's brand manager, guides all broadcast initiatives and helps to create and promote the game-day and fan environment at LHU home events. The office is responsible for managing www.GoLHU.com, the official website of LHU athletics, while also assisting with a number of alumni and fundraising initiatives.

All requests and inquiries relating to Athletic Communications and Marketing should be directed to Senior Director Doug Spatafore, dspatafo@lockhaven.edu, (570) 484-2350

Strategic Plan

Athletic Communications and Marketing has a direct correlation to each of the four parts of the University's strategic plan.

- Academic Excellence – Athletic Communications and Marketing plays an important role in showcasing the successes of student athletes, coaches, and athletic department staff, and the University as a whole, as well as aids in recruitment and retention of student athletes.
- Financial Stability – Athletic Communications and Marketing can be used as a tool to attract and retain student athletes, to aid in enrollment goals and to promote and showcase athletic programs, student athlete alumni, and community relations between the athletic department and local community along with other possible revenue sources.
- Responsibility – Athletic Communications and Marketing plays a major role in providing opportunities for campus and community involvement.
- Partnerships – Athletic Communications and Marketing helps to showcase the connection and partnerships between the University and the local and regional community, throughout the state of Pennsylvania, nationally, and worldwide.

Internal Communication

Facilitating internal communication is a critical function of the office of Strategic Communications. The office is responsible for coordinating messages to the internal community about key University news, functions, upcoming events, and at times, emergency situations. It is imperative that a strong system be in place to communicate effectively with the campus community and, when appropriate, to time such correspondence with media releases.

The office of Strategic Communications intends to develop an inventory of current communication channels, platforms, and procedures utilized for internal communication. Compiling and analyzing that information will allow Strategic Communications to work with senior leadership in developing written procedures for numerous internal communication scenarios that, in many instances, can be made available to the campus community through the LHU website. Those procedures or guidelines will aid the University community in understanding how messages are delivered across campus and will improve the effectiveness and efficiency of internal campus communications.

Strategic Communications further intends to develop strategies for multiple internal communication scenarios. Strategies will include intended audiences, communication channels, levels of communication, and goals.

The internal communication portion of this plan exists separately from the University's crisis communication plan. In instances of emergency (as outlined by the Crisis Communication Plan) the crisis plan will supersede the internal communication plan.

Strategic Plan

- Academic Excellence –Effective internal communication procedures promise that news and information is communicated to all relevant offices in an efficient manner, thus saving time and resources that may be devoted to other key areas and initiatives.

- Financial Stability – Streamlining internal communication procedures will work to enhance to LHU planning processes and increase both productivity and efficiency.
- Responsibility –Internal communication works to keep the community aware of important initiatives and campus events.
- Partnerships – Keeping the University community apprised of essential news and information is an important part of maintaining partnerships by ensuring that key individuals are kept “in the loop” about essential events.

Multimedia Communication

Multimedia and Web Communications is part of the Office of Strategic Communications and works to tell The Haven's story through digital media, social media, and the website.

The office takes the lead on all development, design, and content of the Lock Haven University website - www.lockhaven.edu. Lockhaven.edu has specific color palettes and fonts that are used, and the site tone is intended to speak to our most important constituents – the students.

Types of multimedia communication currently used by LHU are the University website, campus digital signage, video production, and social media.

LHU Website

In March of 2017, Lock Haven University launched a new website and domain, www.lockhaven.edu. The site allows for robust page templates and features, a flat-style hierarchy allowing for shorter domains, and an enhanced search and directory system. The site is also entirely responsive to any sized mobile phone, tablet, laptop, or desktop screen size.

Lockhaven.edu has specific color palettes and fonts that are being used, and the site tone is intended to speak to our most important constituents – the students.

It is the job of the Office of Strategic Communications to ensure that the website maintains this look, feel, and tone on all pages. Some simple guidelines have been developed:

- Every page on lockhaven.edu is created and updated by the Assistant Director of Multimedia Communications and other authorized LHU staff.
- If you have a change that needs to be made, requests must be made through a form on the LHU website.
- Some changes take time to make, and there are many departments on campus sending updates. The office of Strategic Communications strives to make all changes as quickly as possible, but in some instances, we ask that requestors remain patient.

- Strategic Communications staff have the right to decline changes or suggest alternatives if they do not follow the guidelines set forth by University leadership, the University Brand and Identity Guidelines, or the website developer notes.
- All requests should be directed to webmaster@lockhaven.edu

LHU Internal Website (community.lhup.edu)

The LHU community website is intended solely for internal LHU constituents – faculty, staff, and students. The site is password protected and each department and division has the opportunity to use the site as they see fit. Strategic Communications will assist with creation and updates on a need-to-need basis, but it is the responsibility of each department to maintain individual site accuracy.

Video Production

The Lock Haven University Division of Strategic Communications oversees all video production that pertains to core messages viewed by internal and external audiences. Video production includes the planning, script writing, scheduling, equipment evaluation, production, and in some instances, hiring of professional videographers.

Strategic Communications has the ability to approve or disapprove any video project that does not portray the University in a way that fits with the core mission and brand. Strategic Communications is available to assist in determining the intended audience and appropriate distribution of video projects.

- Video requests must have an outline and scope prior to being sent to Strategic Communications
- All requests should be sent to the Assistant Director of Multimedia Communications, Jesse Turri at jjt131@lockhaven.edu

Strategic Plan

Multimedia Communications has a direct correlation to each of the four parts of the University's strategic plan.

- Academic Excellence – Multimedia Communications plays an important role in attracting, developing, and retaining students, faculty, and staff.
- Financial Stability – Multimedia Communications is used to identify, attract, and retain students to hit specific University enrollment targets. It also serves as a tool to connect with LHU alumni and other possible revenue streams.
- Responsibility – Multimedia Communications is relied upon to help maintain an inclusive and welcoming environment while providing individuals with rights and safety information. It also is used as a hub for training protocol for University employees.
- Partnerships – Multimedia Communications serves as a frontline tool for cultivating partnerships with the local and regional community, the State of Pennsylvania, and

organizations across the United States and the world.

Social Media Communication

LHU uses social media as another channel to provide information and news about the University, as well as engage with our followers. Social media is a great tool for us to reach different audiences and establish new relationships.

Social Media Channels:

LHU currently uses an array of social media channels, including Facebook, Twitter, Instagram, Snapchat, Youtube, and LinkedIn.

Affiliated Accounts:

There are several LHU-affiliated social media accounts, including athletic teams, clubs and organizations, campus offices and departments. All affiliate accounts must be registered with the Office of Strategic Communications and follow brand guidelines for social media, including the usage of approved logos, colors, tag lines, etc.

LHU will maintain a database of all official and affiliated social media accounts for the public to view and follow those accounts. A form is available on the website to register affiliate accounts.

Policies:

Although social media allows for fast and easy conversation, it also has raised questions and concerns regarding communication behaviors. Lock Haven University supports the use of social media and offers guidelines for connecting through such channels with stakeholders of Lock Haven University. The following policies will provide guidance on effective and safe communications.

- Use of University brand assets: Use of University brand assets by non-University entities or with non-University products or services without institutional approval is prohibited. Permission for use of brand assets can be granted by contacting the Office of Strategic Communications. University brand assets may not be used when the use:
 1. Conflicts with University policies;
 2. Is considered to contain obscene, indecent, or profane material;
 3. Adversely affects the University's reputation;
 4. Promotes discrimination based on a person's age, creed, color, national origin, race, handicap, religion, gender, or sexual orientation;
 5. Promotes illegal activities;
 6. Endorses or implies University support of any kind, be it professional, political, etc.

- Confidential information about Lock Haven University and all related affiliates should never be posted on social media.
- All posts on social media channels must be completely accurate and transparent. In the event that information is posted incorrectly, corrections will be posted. Any posts that are threatening, obscene, abusive, or otherwise unacceptable will be immediately removed. Any abusive post that mentions a student, faculty or staff member by name will be removed.
- All administrators for club, department, office or athletic social media account should send their contact information to Julie Stellfox at jms833@lockhaven.edu to be kept on file. All social media accounts have the option of being listed in a database on the University website and having their social media accounts linked on their office or department web pages. In order to have your social media accounts listed on your web pages or to appear in the database, administrators must fill out the appropriate form.
- Opinions of administrators shall not be posted through University social media platforms. All administrators will use professionalism when acting on behalf of Lock Haven University.
- Attention should be given to copyrighted materials as well as the use of photographs or graphics. Use of the aforementioned materials should be accompanied by written permission.

Strategic Plan

Social Media has a direct correlation to each of the four parts of the University's strategic plan.

- Academic Excellence – Social Media plays an important role in attracting, developing, and retaining students, faculty, and staff.
- Financial Stability – Social Media can be used to identify, attract, and retain students to hit specific University enrollment targets. It also serves as a tool to connect with LHU alumni and other possible revenue streams.
- Responsibility – Social Media is relied upon to help maintain an inclusive and welcoming environment while providing individuals with rights and safety information.
- Partnerships – Social Media serves as a frontline tool for cultivating partnerships with the local and regional community, the State of Pennsylvania, and organizations across the United States and the world.

Brand Development and Compliance

To thrive in the highly competitive higher education market it is imperative that we convey the Lock Haven University name clearly, consistently, and prominently across all communication platforms.

As a University community we must work together to ensure that communications from every college, department, and office arise from a clear and uniform voice, thus promoting the Lock Haven University brand with continuity to all prospective students and stakeholders.

Lock Haven University has developed Brand and Identity Guidelines, the purpose of which are to provide detailed standardized usage guidelines for Lock Haven University brand assets. Following these guidelines will establish a uniform brand recognition and awareness which is crucial to our continued success as a public institution committed to providing our students a high-quality, affordable education. The guide is available on the website at lockhaven.edu/universityadvancement

It is crucial that all campus offices adhere to the brand and identity guidelines. Any questions about the guide may be directed to Dawn Wooster at dmw225@lockhaven.edu

Come Home to The Haven

As part of the University wide brand initiative, Strategic Communications oversees the development, planning, and use of the University's tagline: Come Home to The Haven. The office works to develop related content that is posted to the official LHU website and released on social media. Initiatives involving the Come Home to The Haven include but are not limited to, video production, website content, campus signage, and student success stories.

LHU Licensing with Learfield Licensing

Lock Haven University holds licensing agreement with Learfield Licensing to establish a process to monitor the use of LHU brand assets. The agreement was established for all PASSHE schools and will allow LHU the ability to approve all marketing material that includes LHU logos and likeness before produced. This includes print and clothing.

The Strategic Communications Division works directly with Learfield Licensing on brand procedures and has final approval on all materials that include brand assets.

Strategic Plan

- Academic Excellence – Having a strong brand is very important for attracting students, faculty, and staff.
- Financial Stability – A strong brand aids in attracting and retaining students to help hit enrollment targets. It also adds value to being a member of the LHU alumni.
- Responsibility – A strong brand promotes an inclusive and welcoming environment.
- Partnerships – A strong brand is crucial for cultivating partnerships with the local and regional community, the State of Pennsylvania, and organizations across the United States and the world.

Marketing

The Marketing Department is an integral part of LHU's Advancement Division and Office of Strategic Communications.

Marketing collaborates heavily with the Enrollment Management and Student Affairs division. Work ranges from recruitment brochures and collateral to Web content, social media marketing strategies, videos, and digital communications. Marketing understands and manages the LHU brand awareness and its accompanying application. Partnering with our campus clients, we develop integrated strategies to achieve the marketing goals of individual academic and administrative departments and the University as a whole. We endeavor to implement appropriate, innovative, measurable, and cost-effective marketing solutions.

Strategic Plan

- Academic Excellence – Promoting the LHU brand and experience to recruit and retain LHU students, faculty, and staff. To build brand awareness and brand equity within the market region.
- Financial Stability – University promotion to aid in attracting and retaining students to help hit enrollment targets and goals.
- Responsibility – Marketing LHU’s brand throughout the region works to promote affordability and access in an inclusive and welcoming environment.
- Partnerships – A strong marketing program is crucial for cultivating partnerships with employers and organizations within the local and regional community, and throughout the state.

Publications:

The office of Strategic Communications oversees the production of University publications intended for external distribution. The office takes the editorial lead and often collaborates with other offices on campus to produce specific content. Examples of Strategic Communications publications include:

The Haven Magazine: The Haven Magazine is published biannually by the Lock Haven University Office of Strategic Communications in partnership with the Lock Haven University Foundation, free of charge, for alumni, supporters, and friends of Lock Haven University. The magazine aims to support, enhance, and advance the University’s image with its target audiences by publishing news and stories about LHU alumni, students, faculty, and stakeholders. The magazine’s feature stories intend to motivate, inspire, and inform readers about issues relevant to LHU through content that is both entertaining and intellectually engaging.

LHU & You Newsletter: Strategic Communications produces the monthly LHU & You community newsletter which is distributed via email to approximately 600 contacts that include the University and local community. The newsletter is a partnership with the Clinton County Economic Partnership and includes upcoming event listings for both the University and Community. Each month the newsletter spotlights a local business and offers a discount for services to readers. The newsletter also highlights campus news stories from the past month and places a special emphasis on student success stories. Additionally, the newsletter features LHU’s employee of the month.

Special Publications: From time to time the office produces special publications that work to highlight a particular event, milestone, initiative, etc. In the spring of 2017 the office produced a President’s Report highlighting five years of Dr. Fiorentino’s tenure. In the past, the office has produced subject matter expert guides highlighting faculty areas of expertise.

Strategic Plan

- Academic Excellence – University publications serve to showcase the positive work of LHU students, faculty, and staff, thus encouraging potential partners and donors to impact and aid in the University’s mission.
- Financial Stability – University publications work to spread the mission, vision, and brand across a variety of audiences, thereby supporting fundraising and enrollment efforts.
- Responsibility – University publications showcase LHU as a positive, welcoming environment for potential students, faculty, staff, and stakeholders.
- Partnerships – Generating a positive image for the University through content in University publications is essential to developing and maintaining partnerships with a variety of stakeholders.

Community and Government Relations:

Maintaining a strong relationship with the local community and state legislature is integral to the success of the University. The office of Strategic Communications works to identify, develop, and foster positive relationships with the local community and our local government representatives through a variety of projects and initiatives. Additionally, the office works to maintain a positive presence at relevant campus and community events in order to aid in the development of key partnerships and foster a sense of good will between the University and community.

Several of Strategic Communications community relations initiatives are listed below:

LHU & You Newsletter: Strategic Communications produces the monthly LHU & You community newsletter which is distributed via email to approximately 1200 contacts that include the University and local community. The newsletter is a partnership with the Clinton County Economic Partnership and includes upcoming event listings for both the University and Community. Each month the newsletter spotlights a local business and offers a discount for services to readers. The spotlight works to drive students, staff, and faculty to local businesses and offers the business a free showcase.

Special Events: Many special events take place on campus throughout the year that invite participation from the local community. Strategic Communications takes an active role in the planning, coordination, and PR for many events including LHU Community Days, PASSHE Advocacy Days, Annual Business Symposium, etc.

Strategic Plan

- Academic Excellence – The development of strategic partnerships in the community directly benefits the student learning experience through experiential learning opportunities.
- Financial Stability – Strong community partnerships benefit the University in a variety of ways including through sponsorships, scholarships, and strategic partnerships.
- Responsibility – Maintaining a positive relationship with the local community fosters a sense of good will and both encourages and promotes community involvement in key campus events and initiatives.
- Partnerships – Positive community relationships are essential for developing partnerships within the region that will work to advance the mission of the University and directly benefit the student learning experience.

