

Marketing & Communications—What We Do

KEY OBJECTIVES

Support the **UCEAP Mission Statement**

“The mission of the University of California Education Abroad Program is to equip UC Students with the knowledge, understanding, and skills for work and life in a globally interdependent and culturally diverse world.”

Support **UCEAP Vision** of:

- Study Abroad for All
- Academic Excellence
- Best Business Practices

Coordinate and **produce** high quality marketing materials, promotional products, and communications, applying consistent branding, voice, style, and design reflective of UCEAP standards.

Monitor feedback and systematically **test** effectiveness of marketing materials by monitoring usage and surveying perceptions of quality.

Analyze effectiveness of content, design, and functionality.

Advocate & Identify new technologies, content, and direction to stay current with market needs (including new media, mobile, SMS text, etc.).

Integrate graphics, text, and other data into marketing materials.

Implement standardized design and consistent branding; write & edit marketing content.

Partner with campus and Systemwide staff to maximize effectiveness of marketing materials.

Strategic Planning that includes participation across the system, which will be key to informing our strategic marketing initiatives and will help us respond effectively to trends and needs that are articulated from diverse and valuable perspectives. We know that outreach strategies including publication usage and online consumer behavior change from year to year and we are committed to remaining flexible to the varying needs of the Systemwide and campus offices.

- Social Media Management Processes and Governance
- Promotional Support of 50th Anniversary initiatives, Scholarships, New Program Development
- Infrastructure for media sharing across the system (testimonials, photos, videos, stories, etc.).

Communicate through broadcast messages to influence awareness and actions including PR and campus communication partnerships. Continually working to build a long-term strategic framework for communications to reach key audiences in support of key objectives.

RESOURCES

[Staff Shared Resource Library](#): Caché of campus and Systemwide office marketing and retention materials. Promotes consistency and best practices across system.

Blog: uceapblog.wordpress.com

Facebook: www.facebook.com/UCEAP

Twitter: www.twitter.com/UCEAP

Photo Sharing: media.eap.ucop.edu

Pinterest: pinterest.com/uceapabroad

Video Stream & Sharing: www.youtube.com/UCEAP

KEY DELIVERABLES

UCEAP Guide to Study Abroad Annual Coordination	December–January
Marketing Publications (Viewbook, discipline cards, summer booklet, internship booklet, handouts, first-touch piece, and more)	March–September
Annual Conference Materials	June/September
Operations Policy Manual	October
Study Abroad Fairs (Participation, SWAG, setup/displays)	July–August
Targeted E-mail Campaigns	As needed
Video Projects/PowerPoint & Other Interactive Media presentations	As needed
Press Releases & Recent News Announcements	All Year
Posters, banners, displays/set (Collaboration with campuses)	As needed
Other/UCEAP Giveaway Items (T-shirts, bags, posters, mugs, pens, postcards, etc.)	As needed

OUR EMAIL ADDRESSES

Emilia Doerr: edoerr@eap.ucop.edu

Suzanne Newman: snewman@eap.ucop.edu

Serena Gonzales: sgonzales@eap.ucop.edu

Shelley Samuelson: ssamuelson@eap.ucop.edu