Division of Strategic Communications

Areas of responsibility

- Communications
  - Internal and External Communications
  - Presidential Communications
  - Research Communications
  - Web and social media
  - Media relations
  - Open records
  - University ceremonies
- Marketing and Brand Strategy
  - Graphic design and production
  - Photography and broadcast production
  - Marketing and advertising
  - Institutional branding

Key campus partners

- Major Divisions
  - Academic Affairs
  - Advancement
  - Athletics
  - Community Affairs
  - Finance and Administration
  - Research
  - Student Life
- Others
  - Undergraduate Admissions
  - Graduate School
  - Alumni
  - Deans
  - Legal Counsel

How we work together

Guiding Principles

- We work as a team to communicate key messages to internal and external stakeholders and advance the University's mission.
- We bring to life the achievements of our faculty, as well as our students and staff, in a way that aligns communications with the University’s strategic priorities.
- We provide guidelines and best practices, brand identity standards, marketing and media relations support, design services, web templates, digital imaging and broadcast production.
- We steward of the University’s brand, we offer the knowledge and framework for how you can best communicate with your audiences to accomplish your goals.

How we can help you

Pitch stories to the media

- We pitch stories based on news value that align with the university’s strategic plan.
- We identify stories with potential for national and regional coverage that will continue to elevate the academic reputation of our university.

Media training

- We provide free professional training and assistance to faculty who may be interviewed by the news media.

How you can help up

- Share your story ideas and accomplishments with us - https://strategiccommunications.ua.edu/services/submit-news-form
- We often work through your department heads to find sources or story ideas, so make sure your department head knows if you are involved in something newsworthy.
- Become a subject matter expert for media outlets - https://strategiccommunications.ua.edu/services/become-expert-form

Contact Chris Bryant at chris.bryant@ua.edu or 8-8323
What You Can Do Today

- Have a studio quality photograph taken
  - This morning and at lunch break

- Create your email signature
  - Resources tab under Strategic Communications on UA website

Ways to get UA News

UA homepage

Online News Center

Social Media - https://www.ua.edu/social/

Branding campaign