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Content Roadmap 2026 Proposal

Vision

As UAGC continues to refine its digital presence, the 2026 content strategy will focus on authority, engagement, personalization and discoverability to attract and convert prospective students. This roadmap is designed to deliver high-impact, multi-format content that fosters credibility, enhances SEO, and strengthens community engagement.



Strategic Goals

- **Establish Authority** through Subject Matter Expert (SME) articles (authored by UAGC faculty and internal experts), research, and faculty-driven thought leadership.
- **Diversify Formats** to include video, podcasts, webinars, and interactive tools.
- **Humanize the Brand** via storytelling and authentic experiences.
- **Maintain SEO Strength** with regular audits, compliance, and refreshes.
- **Broaden Reach** through multi-channel distribution and personalization.
- **Blog Redesign** design optimization to improve UX and
- **Integrate Personalization** to increase relevance, retention, and connection.



Timeline

Gantt chart

Bold = Will do but might be post rather than reel, others are optional





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Authority-Driven Content

Authority-Driven Content

Goal: Establish Authority through Subject Matter Expert (SME) articles (authored by UAGC faculty and internal experts), research, and faculty-driven thought leadership.

Objective: Improve credibility and attract an audience seeking authoritative information.

Strategy:

- Work with faculty and staff to create articles that highlight UAGC's unique perspectives, and leverage data to differentiate from generic AI-generated content.

Tactical Execution:

- Project 1: Subject Matter Expert (SME) Articles
- Project 2: Research Publications

Authority-Driven Content

Tactical Execution - Project 1: Subject Matter Expert (SME) Articles

Overview: Subject Matter Expert (SME) Articles: Develop a series of articles authored by internal SMEs on trending topics in higher education.

- Frequency: bi-monthly
- Timeline: Launch by September
- Content types: Blog articles
- Workflow:
 - Topic Ideation – Driven by quarterly themes + SME proposals
 - Editorial Calendar – Set 2–3 months ahead
 - Drafting + Ghostwriting – SME writes or partners with content team
 - Review Cycle – SME approval, SEO/edit pass, legal if needed
 - Publishing – Blog, Medium, LinkedIn Pulse
 - Distribution – Newsletter, LinkedIn, PR, internal advocacy
- Key stakeholders: Academics, DX, Brand and Content
- KPIs: Avg. time on page, shares, keyword ranking

Authority-Driven Content

Tactical Execution - Project 2: Research Publications

Overview: Publish research papers with accompanying infographics and data visualizations.

- Frequency: Quarterly (to start and will increase with time)
- Timeline: Launch Q4
- Content types: Whitepapers, downloadables, case studies etc.
- Workflow:
 - Topic Selection – Based on faculty initiatives, IR data, or strategic campaigns
 - Project Management – Assign lead faculty + internal research support
 - IRB & Compliance – Engage legal, IR, data governance teams early
 - Drafting & Design – Faculty is responsible for producing copy and data, marketing will assist with data visualizations
 - Review Cycle – Subject approval by IRB, editor review, brand/design review, SEO/edit pass, legal if needed
 - Publishing – Research hub on UAGC.edu (or existing uagcfacultyblog.com), downloadables
 - Activations – Email marketing, webinars, media outreach
- Key stakeholders: Academics, DX, Brand and Content
- KPIs: TBD



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Mixed Content & Media-Rich Experiences

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Goal: Diversify Formats to include video, podcasts, webinars, and interactive tools.

Objective: Increase time spent on site and foster deeper connections with the audience.

Strategy:

- Offer content in various formats to cater to different audience preferences.
- Open new avenues for syndication and shareability.

Tactical Execution:

- Project 1: Interactive webinars
- Project 2: Media Refresh part 2

Mixed Content & Media-Rich Experiences

Tactical Execution – Project 1: Webinar Series

Overview: Collaborate with internal and external experts on a series relevant to prospective and current students. This series will be multistreamed/simulcasted to facebook live, linkedin live, the website and youtube.

- Frequency: bi-monthly
- Timeline: relaunch of current FB live sessions in Q1
- Content types: webinar
- Workflow:
 - Topic Ideation – Driven by quarterly themes + SME proposals
 - Editorial Calendar – Events will be planned and set 2–3 months ahead
 - Scripts– SME to partners with content team
 - Review Cycle – marketing theme review, SME script approval, MAC review
 - Publishing – multistreamed/simulcasted
 - Announcements – Website events page, newsletter (or continue with student comm as needed), UAGC social, partner social channels
- Key stakeholders: Program leads (military, partnerships, student services, etc.), Faculty, Brand and Content
- KPIs: Live views, total views, engagement, CTR from announcements, post webinar conversions (if webinar is for prospective students)



Mixed Content & Media-Rich Experiences

Tactical Execution – Project 2: Media Refresh Part 2

Overview: Continue to identify top performing blog articles and refresh with infographics, micro-graphics, videos and illustrations.

- Frequency: bi-monthly
- Timeline: continuation of efforts with new list of articles provided by Omar
- Content types: Blog articles
- Workflow:
 - Suggested articles– List provided by Omar by May 2025
 - Editorial Calendar – To be updated for the year once articles are identified
 - Research – Provided by SEO copywriter
 - Designs – partner with Kanahoma and Design Pickel
 - Review Cycle – Editor review, SEO review, MAC
 - Publishing – blogs updated per Ed Cal
 - Distribution – email (if relevant), social media channels
- Key stakeholders: DX, Brand and Content
- KPIs: organic traffic increase (per refreshed article), keyword ranking improvement, pageviews per refreshed article, improvement of time on page, scroll depth, on-time publishing rate, and number of articles refreshed





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Humanize the Brand

Humanize the Brand

Goal: Continue with rich storytelling. Create relatable narratives through personal stories and experiences for the [Student Success Stories](#) pages.

Objective: Humanize the brand by showcasing success stories that inspire prospective students to apply and encourage current students to continue their efforts.

Strategy: Utilize authentic narratives to build emotional connections by featuring current students in alumni who have accomplished great things. Publish these stories in places where current students engage with us, including groups and social media pages, and share these stories in emails that go out to prospective students.

Tactical Execution: Student and Alumni Stories

Humanize the Brand

Tactical Execution – Student and Alumni Stories

Overview: Continue to publish one student story and one alumni story per month to be featured as “Student of the Month” and “Alum of the Month” across our social channels.

- Frequency: 2 success stories per month
- Timeline: Continuation of current efforts
- Content types: Success Story Articles
- Workflow:
 - Student and Alum selection
 - Editorial Calendar – Set 2–3 months ahead
 - Interviews
 - Review Cycle – Editor review, MAC
 - Publishing – Success Stories
 - Distribution – Email, newsletter (this will need to be created), social media
- Key stakeholders: Faculty, Brand and Content
- KPIs: Social media reach, sentiment and engagement, newsletter CTR (if launched), quote usage across site, story delivery time.





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Maintain SEO Strength

Maintain SEO Strength

Goal: Maintain content freshness to improve SEO rankings and provide up-to-date information.

Objective: Enhance search visibility and user trust.

Strategy: Regular updates to signal search engines of active content management.

Tactical Execution:

- **Project 1: Content Audit & Refresh**
- **Project 2: Content Hub updates**
- **Project 3: Compliance Reviews**

Maintain SEO Strength

Tactical Execution – Project 1: Content Audit & Refresh

Overview: **Quarterly review for recommendations to update existing content for search optimization, and for new content topics.**

- Frequency: Quarterly list provided by Omar. Total number of blogs depends on recommendations.
- Timeline: Continuation of current project
- Content types: blog articles
- Workflow:
 - Topic Ideation – driven by SEO research and recommendations
 - Editorial Calendar – Set 2–3 months ahead
 - Research and copywriting
 - Review Cycle – Editor review, SEO/edit pass, MAC
 - Publishing – Blog
 - Distribution – Social Media
- Key stakeholders: Academics, DX, Brand and Content
- KPIs: Avg. organic traffic growth, keyword ranking improvements, CTR from search, time on pages, conversions or assisted conversions (tbd)



Maintain SEO Strength

Tactical Execution – Project 2: Content Hub updates

Overview: **Continue work on content hub focusing on content that is specific to degree programs. This includes creating content such as “What can I do with an X degree,” “X degree vs Y degree,” and What can I do with an degree in X?”**

- Frequency: As needed
- Timeline: Continuation of project
- Content types: Blog articles
- Workflow:
 - Program recommendations provided by Omar. New programs reviewed as they become available.
 - Editorial Calendar – Set 2–3 months ahead, unless a new program requires rush
 - Research and copywriting
 - Review Cycle – Editor review, SEO/edit pass, MAC
 - Publishing – Blog
 - Distribution – Social media, partners/syndicators
- Key stakeholders: DX, Brand and Content
- KPIs: monthly visits to pages and to hub, keyword ranking, SERP snippet, time on pages, assisted conversions (TBD),

Maintain SEO Strength

Tactical Execution – Project 3: Compliance Reviews

Overview: **Yearly review to ensure all content meets current regulatory and institutional guidelines.**

- Frequency: Once per year
- Timeline: Next compliance review in Q2
- Content types: blog and success stories
- Workflow:
 - Audit preformed by DX
 - Project management by Content
 - MAC approval done in batches depending on number of pages
 - DX and Content to publish updates by end of Q3
- Key stakeholders: MAC, DX, Brand and Content
- KPIs: Audit completion by deadline



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Broaden Reach

Broaden Reach

Goal: Diversify traffic sources by expanding reach beyond traditional search engines.

Objective: Increase visibility and engagement with prospective students and stakeholders by expanding the distribution of content across priority channels, ensuring consistent messaging, and driving traffic to owned properties through targeted, high-performing content.

Strategy: Expand reach through multi-channel distribution, leveraging email marketing, social media, and referral partnerships.

Tactical Execution:

- **Project 1: Email Marketing - Newsletter**
- **Project 2: Social Media**
- **Project 3: Referral Partnerships**

Broaden Reach

Tactical Execution – Project 1: Email Marketing - Newsletter

Overview: Work closely with email marketing team to grow and engage a qualified subscriber base by delivering personalized, value-driven content that supports student decision-making. Explore the option of creating a newsletter that goes out to prospective students and current students.

- Frequency: bi-monthly
- Timeline: TBD
- Content types: TBD
- Workflow:
 - Topic Ideation – Driven by need. For Newsletter, driven by theme.
 - Editorial Calendar – TBD
 - Content team will submit recommendations to email marketing
 - Review Cycle – Editor review, email team review, MAC
 - Publishing – Email
- Key stakeholders: email marketing, DX, Brand and Content
- KPIs:

Broaden Reach

- **Tactical Execution – Project 2: Social Media**

Overview:

- Frequency: Weekly
- Timeline: Launch revised plan by Q1
- Content types: Social posts
- Workflow:
 - Topic Ideation – Driven by blog editorial and themes.
 - Editorial Calendar – Planned 1-2 months in advance
 - Content team will share post copy and designs in airtable
 - Review Cycle – Editor review and MAC
 - Publishing – All social channels
- Key stakeholders: Brand and Content
- KPIs:



Broaden Reach

- **Tactical Execution – Project 3: Referral Partnerships**

Overview: (Omar, do we currently work with any syndicators or referral partners for link sharing? If not, should we?)

Frequency: TBD

- Timeline: TBD
- Content types: TBD
- Workflow:
 - Topic Ideation –
 - Editorial Calendar – TBD
 - Review Cycle –
 - Publishing –
- Key stakeholders: DX, Brand and Content
- KPIs:



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Blog Redesign

Blog Redesign

Goal: Improve interactivity and design of the current blog

Objective: Improve the engagement and clickthrough rate to mid-funnel content from visitors arriving to the blog page by improving relevant of CTAs.

Strategy: update the blog content to feature more relevant content by integrating more relevant CTAs, weaving in more degree related links, enabling visitors to view more related articles, and reducing friction to improve the engagement of visitors to the blog.

Tactical Execution: To be provided by Dentsu



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Integrate Personalization

Integrate Personalization

Goal:

Objective:

Strategy:

Tactical Execution:



Personalization

Tactical Execution –

Overview:

- Frequency: tbd
- Timeline: TBD
- Content types: TBD
- Workflow:
 - tbd

- Key stakeholders: tbd
- KPIs: tbd



Thank You!



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