University Communications

Kyle Henley, Vice President

Ann Wiens, Sr. Creative Director



Agenda

- ATO Brand Journalism
- Integration & Collaboration
- Developing Strategies

Department Overview

Mission Statement:

University Communications tells stories that strategically engage key audiences to position the University of Oregon to thrive.







Brand Journalism

- Tell our story, our way
- Emphasize photography/videography
- Listen to analytics
- Proactively share with media and our audiences

Social Media Powerhouse



Facebook

- #19 among all Universities
- Followers: 365,076
- Average Reach: 340,000+ per week
- Average Reach: Nearly 50,000 per day Compare to circulation of Oregonian (319,625) and Register Guard (77,266)



Twitter

- #18 among all Universities
- Followers: 111,843 followers



Instagram

Followers: Nearly 50,000

53% of Instagram users are 18-25 years old



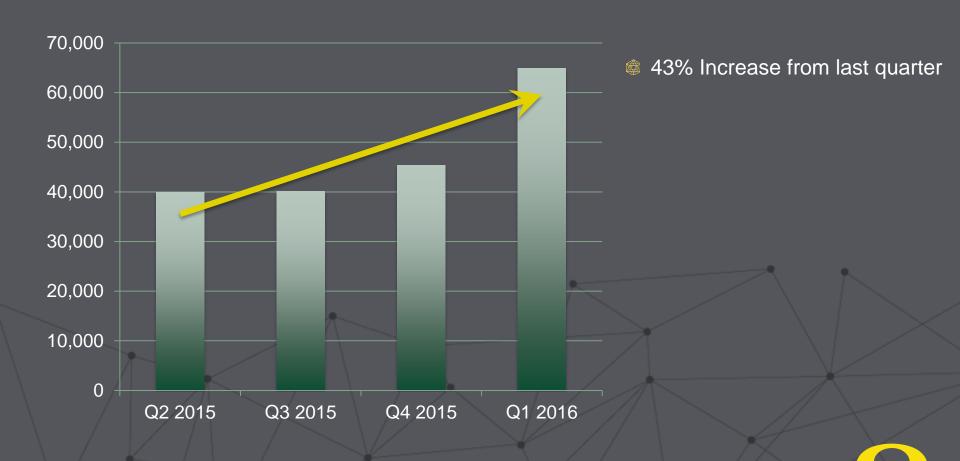
ATO Launched Feb. 2016



APPLY

VISIT

New Unique Visitors



Expanding the audience



Workplace – Faculty/staff (7,500 recipients): **Tuesdays**



Big Send – External, faculty/staff and students (40,000 recipients): **Wednesdays**



Student Edition (24,125 recipients): Thursdays



Integration

Why Integrate?

The decentralized communications model has resulted in a lack of coordination, strategic planning and missed opportunities



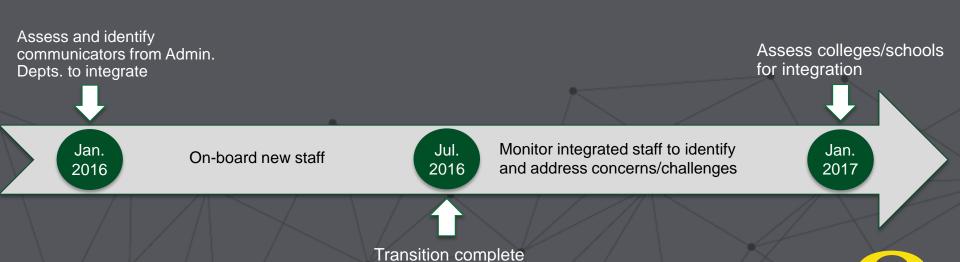
Benefits

- Visual and messaging consistency
- Reduce duplicate efforts
- Decrease the total number of channels

- Tactics are driven by strategy
- Focus on university priorities
- Control expenses

Status

- 31 communicators have functionally integrated through directreport and dotted-line relationships
 - Enrollment Management | Student Life | Provost's Office | Research & Innovation | Finance & Administration | Equity & Inclusion | International Affairs | UO Libraries
- 37 communicators expected to integrate by Jul. 1



Producing Effective Newsletters



Investigating Savings Habits

in Africa Alfredo Burlando and a team of economics undergraduates conduct research on savings clubs in Uganda

hy do some people save when others dun't! How is the way we save and borrow influenced by the people around us?

Assistant Professor Affredo
Burlando and a team of economics un degraduates are investigant; these questions in relation to vulineable populations by studying the
members of saving groups in rural Ugands.

Savings groups are very prevalent in Uganda. Sponosed by organizations such as the Association of Volunteers in International Service (AVSI), the groups allow members to pool their savings and provide small loss to fellow members, in much the same way a credit union operates in the United States.

Burlando and his team are collecting data from several such groups, hoping to find out if differences between the makeup of certain groups, such as a high number of relatively well-off members or members who don't repay their loans on time, motivates participant to increase their saving and borrowing rate.

U0 economics major Biraj
Bisht traveled to Ugand a in July
to assist Burlando with data collection, and
helped train local residents to complete surceys
for the study. "I have a new appreciation for
data collection—it is so much work!" he says.
"I'm excited to see the research that will come
from all of the work we did."

The experience wasn't exactly what he had expected. "I though I'd be working alone, in a strange country, and I wouldn't know anyone," he says. "But there were other interns from the US and Europe working on other projects, and it ended up being a great social environment."

Bisht learned of the opportunity after taking Burlando's Economic Growth and Development



course in fall 2013. "My parents work in development in Nepal, so I thought it would be a great opportunity to experience it for myself," he says. He's interested in pursuing a career in economic development when he graduates in December.

In partnesship with the Study
Abroad Programs, several undergraduate students have assisted Burlando in
Uganda during the three-year project, giving
them a rare glimpse into possible careers in
development for students studying economics.
Participation from students like Bish has been
supported by an agreement between AVSI
and the economics department. Burlando is
hoping to provide additional opportunities for
students to assist with the research, subject to
available funding from department supporters.

Visit economics.uoregon.edu/fall-2104 for a gallery of photos from the Uganda project, and links to the AVSI website. Economics undergraduate Eirig Bisht (top left) and Assistant Professor Alfredo Burlando (center right) work with local residents in Uganda to collect data on savings habits. The linset photo shows a passbook used by one of the members of a local savings group. Several UO economics students have assisted Burlando with the three-year research project.





Do Mountains Behave Like Giant

Sand Piles? Josh Roering's research group is using spacebased, airborne, and ground-based technologies to study landsliding

he heights of mountain ranges pose fundamental challenges to adventurers, adrenaline junkies, and geologists alike. What sets the elevation of neaks over geological timescales? And from a natural hazards perspective, can we observe these processes on human or historical timescales? At the simplest level, mountains evolve according to the balance between tectonic processes, such as plate convergence or isostasy, that tend to build relief, and erosive processes, such as landsliding, that tend to limit it. The plate tectonics revolution, and more recently, the discovery that asthenospheric flow contributes to surface uplift, has provided a solid framework for studying vertical motions that can exceed one centimeter per year in settings like New Zealand, Taiwan, and the Himalayas. In contrast, however, models for predicting the erosion of mountains have not significantly advanced beyond the concept of threshold slopes.

Conveniently, one can best demonstrate the concept of threshold hillslopes on a beach. If you and a companion excavate on either side of a mound of dry sand, you'll soon form two angleof-repose slopes separated by a sharp ridge line that caps your miniature mountain range. Now, if both of you manage to double your pace of excavation, you will detect no change in the steepness of the slopes, but you will observe that sand cascading off the slopes inundates your trenches twice as quickly. In essence, the sand avalanches keep pace with your rate of excavation, whereas the slope angle and sandpile-to-trench height remain unchanged. On real hillslopes, the threshold-slope model implies that regardless of the pace of tectonic upheaval, landslides maintain constant slope angles and ridge heights, but documenting these dynamics has proven elusive.

Supported by research grants from the National Science Foundation and NASA, Professor Josh Roering and his research group are using



space-based, airborne, and ground-based technologies to document and quantify how landsliding shapes the mountains of Northern California. Near Eureka, California, the Mendocino Triple Junction marks the location where the Cascadia subduction zone is overrun by the San Andreas transform margin. The northward migration of the Mendocino Triple Junction truncates the subducting Gorda Plate, leaving a "slab window" zone into which asthenospheric flow generates crustal thickening and surprisingly rapid vertical uplift that approaches one centimeter per year. Rivers draining this region convey vast quantities of sediment to the Pacific Ocean, implying that erosion rates have increased in order to keep pace with the localized rapid uplift. Erosion is dominated by slow-moving landsliding, or earth flows, which are even more common than illegal marijuana plantations in the region.

To document the regional pattern of landsliding for comparison with the zone of rapid uplift, newly arrived postdoctoral researcher Georgie Postdoctoral researcher Georgie Bennett (foreground) and PhD student Brian Penserini (paddle in hand) attempt to escape the 105-plus degree temperatures during fieldwork along the Eel River in Northern California in late summer 2013.





Planning

- Timeline
- Creative brief
- Assigning and assembling content

TIMELINE

Use this timeline to plan and track your newsletter's production cycle. It usually works best to determine when you would like your newsletter in readers' hands and work backwards to construct the timeline. Note that if a deadline is missed, all subsequent deadlines must be adjusted.

		ACTUAL DATE COMPLETED
1 day		
3 days		
5 days		
3 weeks		
2 weeks		
3 days		
3 days		
2 weeks (to first draft)		
2 weeks		
1 weeks (2 weeks for quantities greater than 1,500)		
	3 days 5 days 3 weeks 2 weeks 3 days 2 weeks (to first draft) 2 weeks 1 weeks (2 weeks for quantities	3 days 5 days 2 weeks 3 days 2 weeks (to first draft) 2 weeks 1 weeks (2 weeks for quantities

^{*} Layout and design will not begin until Marketing Communications has received final, approved text and all other content (photographs, information for charts or graphs, etc.)

Design fee includes two rounds of corrections. Additional revision requests will be charged at \$55/hour on top of the original design fee

Production

- Compiling and editing content
- Photography and other images
- Working with Marketing Communications
- Approvals
- Printing

Distribution

- Mailing
- Electronic
 - **E-mail**
 - Web
 - Social media

Right-hand page (1)

CAS DEPARTMENT OF GEOLOGICAL SCIENCES Do Mountains Behave Like Giant Sand Piles? Josh Roering's research group is using spacebased, airborne, and ground-based technologies to study landsliding pose fundamental challenges to adventurers, advenages tankies, and peologists alike. What sets the elevation of peoks over prological timescaled And bron a notatal hapards perspective, can we down these presence on homes or bishorinal timescaled Al-the simplest level, monetator excise according to the balance between technic processes, such as plate-correspons or instars, that would be build relief, and onserve processes, much as bandelelling, that would to bleet in. The plate technics that would be treet in. The plate rectumes revolution, and more occupilly the discovery that archimispheric flore contribution to rantiace apich, has provided a wild framework for straighing vertical surfaces that can exceed one continues. versus in contings like New Zealand, Talwan, and the literatures in contrast, however, models for predicting the emotion of mountains have not significantly advanced beyond the concept of spare-based, airborns, and ground-based technologies to document and quantify how landslishing Conventionity, one can heat deconstruct the shapes the reconstruct of Nections Call Inneis. second of themselved in thickness on a heat. If you have been a call the location where the Cacotia was the self-of-one can be sel subduction may in overrow by the Son Andreas residuation may in overrow by the Son Andreas transform margin. The authorized migration of the Meedonice Triple becomes translated the subducting Cords Triple, having a "side window" you and a dissipation of livered the rate of the bound of dry land, you'd soon from two angli-ofergroup signal separated by a charp ridge line. I had copy your misitation elementarion range, Toke, if both if you training to disable your poor of encu-vation, you will describ on change in the steepoon of the slopes, but you will observe that sand. one into which arthrecopheric flow proventer created thickening and respectingly rapid vertical again that approaches one continues per year. securiting off the slopes introduce your trenches samatting off the clayer intendates your temples incide as quickly in research the under arisinches here pose with your min of extraction, whereas the stope single and sandprin intends height remain unchanged. On with billidepse, the translated slope concell amplies that regarditions of the proceductual registered, handdrikes main-tain remained slope engles and tidge beingths, but discussioning these dynamics has pre-one shadow. of sectiones to the Pacific Coom, implying that contain rates have interested in order to keep pure with the bracilitied rapid spiR. Divides to dominated by when contrig landshifting, or serif-fliens, which are were more common than illegal maribasis plants after the telephone parties. To downward the engineal parties of landshifting lay comparisons with the marid-applic plants, and parties of postdoctural measurities Georgie contributions. GEOL Diagnosed by revenue green from the National Science Franchisting and NASA, Profinnot just beering and his remarch group are using

Cover story

front page: 450 words, continues on back page 850 words total

Caption up to 50 words

Left-hand page (2)



Letter from the Dept. Head

235 words 250 words with one image

More donors

335 words (can be combined in a longer story up to 700 words, or fewer with images)

Donors 350 words

Right-hand page (3)



Alumni News

60-85 words each 450 words total