

**Liaison Model**  
provides a deeper,  
richer, more  
meaningful service  
to the unit.

## Benefits

- The Office of Communication & Marketing gains deeper knowledge of units' programs and people and the compelling stories that help tell the New Paltz story.
- Units gain better understanding of the tools and expertise available to tell their stories.
- Build the credibility of the Office of Communication & Marketing on campus as a respected source of expertise and best practices in marketing and communication.
- Form stronger relationships between the Office of Communication & Marketing and the major units it serves on campus.
- Promote further integration within the Office of Communication & Marketing and cross training of staff.

**PLANNING**  
becomes  
commonplace

*Frustrations  
fade*

**PARTNERING**  
to bring creative  
expertise to the  
conversation and  
work

*Silos  
dissipate*

**COMMUNICATION**  
using best practices to  
tell the New Paltz story

*Mutual  
respect  
grows*

## Who is doing what?

### Responsibility of the **Office of Communication & Marketing Liaison**

- Work with unit representative to determine major communication/marketing initiatives.
- Ensure connection of the unit's communication work to the Strategic Plan.
- Bring unit initiatives to the Office of Communication & Marketing management for prioritization and scheduling.
- Understand the unit's desired market position (What do we want stakeholders to say about us?) and assist with messaging.
- Take and distribute meeting notes that include attendees, discussion points, agreed-upon action items, deadlines, and next steps. Meeting notes are shared with all attendees and the liaison's direct supervisor.
- Determine with unit representative how frequently to meet. Attend chairs and unit meetings at the invitation of the unit.

### Responsibility of the **Unit Representative**

- Determine a primary contact, the representative, within the unit to interface with the Office of Communication & Marketing liaison.
- Use the liaison to communicate with Office of Communication & Marketing for planning, new initiatives, major projects, and troubleshooting.
- Educate department/division/unit/school about role of liaison, why we have them, and how it links to Strategic Plan.
- Coordinate discussions of communication/marketing work within the unit and prioritize requests for communication/marketing work **before** reaching out to Office of Communication & Marketing liaison.

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## Glossary

- ▶ **Liaison** Communication & Marketing staff member assigned to coordinate communication and marketing efforts with a given unit.
- ▶ **Unit Representative** Unit staff member assigned to coordinate communication and marketing efforts with the Office of Communication & Marketing.
- ▶ **Communication and Marketing Management Team** Chief of Staff/Associate VP for Communication and direct reports (Director of Marketing, Director of Design, Print & Mail Services, Media Relations Manager, Digital Media Manager).
- ▶ **Project Team** Key staff from the Office of Communication & Marketing and the unit assigned to work on a specific project (may or may not include the liaison and/or unit rep).
- ▶ **Project Lead** Communication & Marketing staff member assigned to coordinate a project team.
- ▶ **Project Representative** Unit staff member serving as key representative for the unit on the project team to submit work requests, review proofs, etc.



Office of Communication & Marketing

Liaison and  
Unit Representative  
Model

TELLING THE  
**NEW PALTZ**  
STORY

## What are we doing?

Taking an approach to interaction between campus units and the Office of Communication & Marketing to build an effective centralized communication and marketing operation consistent with goals of our strategic plan.

The Strategic Plan is the college's road map through 2017–18. One initiative of the plan calls for the College to market itself both internally and externally.

The College has made huge strides toward establishing a centralized Communication and Marketing operation in recent years with:

- our branding and integrated marketing efforts
- the establishment of the Office of Communication & Marketing
- the establishment of the Marketing Council
- our successes in shaping a consistent and common look and messaging for College communications.

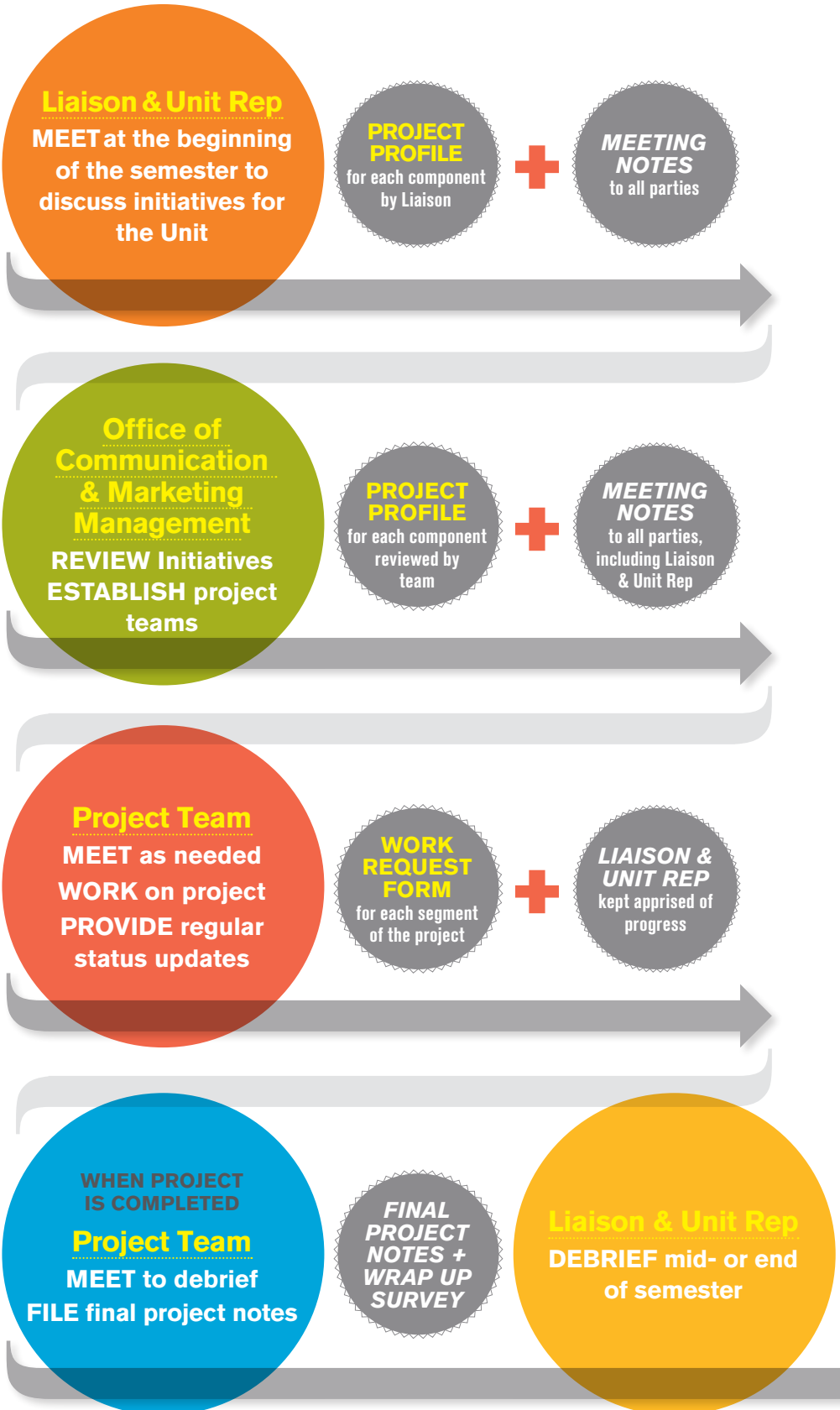
## Supporting the Strategic Plan

The College has invested resources in the Office of Communication & Marketing to support the Strategic Plan. **Our charge is to make the best use of these resources.**

The Office of Communication & Marketing, with professionals trained and experienced in marketing, public relations, writing, design, printing, web, photography, video, and social media, will confer/collaborate with academic and other programs as partners, rather than as an office that produces materials on demand. **This model facilitates integration and a strategic marketing culture.** The process begins when the Office of Communication & Marketing liaison and the unit representative meet for the purpose of planning and discussing communication and marketing initiatives that clarify the unit's distinct identity and benefits but also ties the unit's identity to the overall institutional identity. The process continues as the Office of Communication & Marketing management team evaluates major initiatives for scheduling purposes. Such an approach will also identify the unit's target market segments and the appropriate media and other tactics to employ for each segment.

The central office shares both planning and implementation with each unit, and people in both offices are involved in getting the tactical work done. This model has been successful on other college campuses and is considered a best practice in college marketing.

## The Process



## Market the College both internally and externally.

Initiative excerpted from *The Strategic Plan, Spring 2013*

Although New Paltz has enjoyed measured success with identity branding, **a more substantial focus on “telling the New Paltz story” to various stakeholders is required**, for purposes that include student recruitment, philanthropy, alumni relations, and political and public awareness of the College’s strengths and accomplishments.

**Value**, a combination of cost and quality, is increasingly important in how we position ourselves and how we are perceived. The cost advantage of New Paltz, with relatively low SUNY tuition, is largely a given. But the perception of our quality is not, and the success of any of the following goals depends on continued improvement in academic and student-life programming noted above.

- Increase impact of outreach activities to enhance visibility and quality of public perception about New Paltz as **the public university in the region**
- Situate New Paltz in terms of our price-to-value proposition
- Increase awareness to sustain undergraduate and graduate enrollments
- Through an integrated, centralized marketing effort, engage and support departments in marketing of the College through its programs, lifting the profile of online and graduate programs, and stressing the College’s distinctive identity and academic rigor; gather and make better use of the voices and experiences of students, faculty members as scholars and mentors, and alumni in these efforts
- Expand alumni communication materials and connect to philanthropic efforts.



TELLING THE  
**NEW PALTZ**  
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