In 2018, UTSA Outlined a 10-year Strategy to Become a Model University

President Taylor Eighmy outlined a 10-year strategy for UTSA in 2018, setting a course for it to become a model for student success, a great research university and an exemplar for strategic growth and innovative excellence. Over the past year, a year of aggressive momentum, new initiatives and projects were launched to advance that vision.

To support and raise awareness of that important work, the Office of University Communications and Marketing developed a road map to illustrate the journey. Working closely with university partners, UCM executed integrated communications and marketing plans to illustrate that UTSA is on a journey of excellence to become the next great research institution in a dynamic, multicultural city that is likewise on the move.

Browse through these pages to learn how UCM grew awareness of the university’s strategic vision among internal and external communities.

AT A GLANCE

News story placements: 6,394 | Total social media followers: 271,669
Total UTSA.edu views: 4,731,348

Total Outdoor Impressions: 91,407,915
Total Digital Impressions: 42,965,630
Total Television Impressions: 10,072,700
Total Advertising Impressions: 144,446,245
University Communications and Marketing collaborated with the Office of the Provost/Vice President for Academic Affairs to create a memorable advertising campaign celebrating UTSA’s commitment to diversity and inclusion with an expansion of on-campus activation for the “Birds of a Feather” campaign. Large format images of students with orange feathers were installed in unexpected places around campus using real students and orange feathers.
University Communications and Marketing leveraged its media relationships to generate a pipeline of positive stories for UTSA. UCM promoted the opening of the UTSA Dreamers Resource Center and Alvarez Hall’s first-gen wing. It also produced a news conference with the Alamo Colleges to announce the On-TRAC transfer program and packaged positive retention and graduation rate improvement stories. Through one-on-one interviews and editorial board meetings, UCM gained support for the university’s 10-year vision.

In the fall, UCM secured widespread news coverage about a $70 million commitment from the UT System Board of Regents to expand the Downtown Campus. Two weeks later, it produced a news conference to announce Graham Weston’s $15 million gift. The press event was covered in person by 11 media outlets. Subsequently, UCM developed and executed an international media launch to announce the Oskar Fischer Prize.

AT A GLANCE

Unique story topics pitched: 342  |  Incoming media inquiries: 472
Print, broadcast and digital news placements: 6,394
Amplifying Excellence Through Social Media

Social media has the power to engage audiences and strengthen their affinity to an organization. To further amplify UTSA’s strategic wins and to share the achievements of exceptional students, faculty, staff and alumni, UCM engaged audiences through @UTSA, its official social media presence.

Included in that overarching social media strategy was a strategy to drive traffic from LinkedIn, a community of more than 104,000 employees, alumni and followers, to UTSA’s reputational websites including the UTSA.edu home page, UTSA Today and the university’s admissions and research web pages.

GROWTH IN SOCIAL MEDIA FOLLOWERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook</th>
<th>LinkedIn</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>13,214</td>
<td>9,587</td>
<td>328</td>
<td>39,995</td>
<td>62,914</td>
</tr>
<tr>
<td>2014</td>
<td>25,319</td>
<td>15,565</td>
<td>4,060</td>
<td>90,995</td>
<td>114,963</td>
</tr>
<tr>
<td>2015</td>
<td>35,706</td>
<td>23,575</td>
<td>9,236</td>
<td>104,260</td>
<td>163,072</td>
</tr>
<tr>
<td>2016</td>
<td>46,782</td>
<td>37,305</td>
<td>16,500</td>
<td>21,500</td>
<td>92,093</td>
</tr>
<tr>
<td>2017</td>
<td>56,840</td>
<td>58,353</td>
<td>26,521</td>
<td>26,521</td>
<td>122,440</td>
</tr>
<tr>
<td>2018</td>
<td>60,376 (+6.1%)</td>
<td>68,252 (+17%)</td>
<td>26,521 (+18.9%)</td>
<td>116,520 (+11.8%)</td>
<td>271,669 (+12.7%)</td>
</tr>
</tbody>
</table>

Total social media followers: 271,669 (+12.7%)
Creating Award Winning Designs

Our Creative Services team plays an important role in bringing to life UTSA’s grand vision as a world class university through the visual arts and design. In 2018, our creative team of designers, videographers and photographers developed new programs and built on past successes to expand their award-winning portfolio of work.

- The Inauguration of President Eighmy and A Taste of Folklife
- Key moments in UTSA history, such as the Justice Sonia Sotomayor lecture and the announcement of the Downtown Campus expansion plan
- Video storytelling of new academic and research initiatives: Experiential Learning, Cybersecurity
- Digital brand through new website designs
- Telling the story of the first 50 years of UTSA while helping to visualize the next 50
Supporting a Growing, Connected Community Through Events

University Communications and Marketing led the charge in 2018 to strengthen the UTSA community’s connections to the city with two major events, the Inauguration of President Taylor Eighmy and the SA 300 official event, A Taste of Folklife. UCM produced designs, collateral and advertising to promote these very special moments between UTSA and San Antonio.
University Communications and Marketing tells compelling stories that support the UTSA vision on UTSA Today, the university’s news channel. In 2018, UTSA strengthened its reach on UTSA Today, sharing more than 770 stories of excellence in academics, innovation in the laboratories and classrooms, research and discoveries made, examples of student success, and strategic messaging. UTSA built on its powerful storytelling by incorporating more videos and images into its content, visually showing UTSA as an exemplar institution. As a result, UTSA Today had more than one million (1,001,431) page views in 2018.

On UTSA Today, faculty, staff, students, alumni, friends and the community learned how the UTSA strategic plan advances the university. They read how UTSA landed in the Guinness World Records with the smallest medical robot, and they witnessed how students learned from the San Antonio community through experiential learning projects that are preparing them for their future.

UTSA Today communicates why UTSA is on a journey of excellence to become the next great research institution.
SOCIAL MEDIA REFERRALS TO UTSA TODAY

The following percentages accounted for all social engagements:

<table>
<thead>
<tr>
<th>Social Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>33%</td>
</tr>
<tr>
<td>Facebook</td>
<td>56%</td>
</tr>
</tbody>
</table>
University Communications and Marketing

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Enrique Zarate
Multimedia Manager
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Photographer III
Courtney Campbell
Photographer II

Administrative Support
Lynette Guillory
Administrative Services Officer I
Carol Hogan Kindred
Senior Administrative Associate

CONNECT WITH US

facebook
Twitter
Instagram
LinkedIn
STOP SEVEN

Sharing Messages Through Powerful Storytelling

The Sombrilla Magazine team has been determined to discover and report the stories that best illustrate for readers how UTSA is achieving its stated vision of being a model for student success, a great research university, and an exemplar for strategic growth and innovative excellence.

They went in-depth in 2018 on feature topics to find new story angles, like the creation of the Brain Health Consortium and the cluster hiring of faculty to demonstrate how UTSA has advanced in research. They interviewed key players, such as President Eighmy, the new provost and the athletics director.

Sombrilla magazine put faces on the key messages in 2018, making them personal and real.
Page views Online: 22,736
Magazines Printed: 212,000
Total Circulation: 119,000 mailed per issue
A new UTSA.edu homepage premiered in the fall of 2018, communicating the momentum and vision of the university under President Eighmy’s leadership. The new site reflects more movement with a slider section that directs visitors to key landing pages showcasing current institutional initiatives. Accolade ribbons are utilized for highlighting UTSA rankings. This was all created for the first time in the content management system, allowing for fast and flexible content changes.

Total UTSA.edu views: 4,731,348
FIRST-GEN: CELEBRATING THE FIRST

Awarded a Gold Accolade in the category of Institutional Opportunity and Inclusion Program
Awarded a Gold Accolade in the category of Design - Posters
Awarded a Bronze Accolade in the category of Design - Logos

“GOLDEN GUNS” (SOMBRILLA MAGAZINE, FALL/WINTER 2017)

Awarded a Silver Accolade in the category of Color Photography - People and Portraits

SOMBRILLA MAGAZINE (FALL/WINTER 2017)

Awarded a Silver Accolade in the magazine category for the issue introducing Dr. Eighmy
Preparation for the 50th Using the Past to Promote the Future

Intensive research and planning began in 2018 to celebrate UTSA’s 50th anniversary and create a story of momentum going into the new capital campaign in 2018. Development of a special micro-website was initiated with the goal to reveal to readers new dimensions of the university perhaps they have not considered before.

Content was created for development of UTSA’s five decades of history in one online location. It graphically takes viewers on a journey from UTSA’s humble beginnings to its vibrant drive for high-level student success and research.

In 2018, stories were researched and videos were produced to provide the emotional connection to UTSA’s past. For alumni and other members of the community who’ve been connected to the university in some way over its lifetime, their ability to reminisce and reconnect to old emotional ties reinforce the role the university has played in many lives. Therefore, the alumni and allies become a force of powerful advocacy.