Office of Communications

**GOAL 1:** BUILD/PRACTICE COMMUNITY WITH STUDENTS, STAFF, AND ALUMNI ON SOCIAL MEDIA IN WAYS THAT FOSTER A STRONG CONNECTION WITH ECL.

**Objective 1.1:** Increase social media engagement by 30% in 2016-17; 20% in 2017-18, and 10% in 2018-19.

A. Build community and develop social media strategy for all channels.
   Target date for completion: Fall 2016 for council launch, guidelines, and strategy
   Spring 2017 Bubble recommendation and planning for new option.

B. Develop and launch at least two collaborative social media campaigns annually.
   Target date for completion: October-November 2016.

C. Develop and implement offline events and programs generated in conjunction with social media that promote channels and increase engagement.
   Target date for completion: 2016-2017 academic year (2); 2017-2018 (4); and
   2018-2019 (6).
GOAL 2: PROMOTE EMORY CAMPUS LIFE AS A GLOBAL LEADER IN HIGHER EDUCATION.

Objective 2.1: Showcase ECL'S leadership in the area of diversity and inclusion.

A. Develop and implement a PR/Communications campaign in support of the Commission on Racial and Social Justice 2016-17 outcomes.
   Target date for completion: 2016 - 17 academic year; ongoing 2017 - 19.

B. Generate 10 local/national speaker placements for ECL leadership with audiences of 100+.
   Target date for completion: 2016 - 17 academic year; ongoing 2017 - 19.
Objective 2.2: Promote ECL as an innovative and dynamic organization.

A. Develop a new, engaging, award-winning website.
   Target date for completion: Beta site Spring 2017; Launch Summer 2017;
   Standards/Guidelines/Training Summer 2017; Build web talent pool ongoing
   2016-2018.

B. Leverage web and interactive content to be used on multiple platforms (web, mobile app,
   social media, etc.).
   Target date for completion: Ongoing 2016 - 19.

C. Further develop dialogue.emory.edu.
   Target date for completion: Ongoing.

D. Tell ECL stories through student lens.
   Target date for completion: Ongoing.
GOAL 3: ENHANCE AWARENESS OF ECL’S IMPACT ON THE COMMUNITY INTERNALLY AND EXTERNALLY.

Objective 3.1: Develop communications that demonstrate ECL’s impact on making positive transformation in the world.

A. Develop an ECL electronic newsletter.
   Target date for completion: Fall 2016.

B. Launch ECL electronic newsletter.
   Target date for completion: Develop launch plan October 2016; Launch first issue November 2017.
**Objective 3.2:** Raise awareness of Emory Commission on Racial and Social Justice across all stakeholders.

A. Create and implement a 2016-17 communication plan.
   Target date for completion: Develop working group/shared goals October 2016; Develop/Launch plan Fall 2016; Monitor and Report 2016-17; Ongoing.

B. Improve student-to-student/peer information dissemination.
   Target date for completion: 2016-17.

C. Further develop dialogue.emory.edu (2.2).
   Target date for completion: Spring 2017 and Ongoing.