



FRAMING THE STORY

Goal Five: External Relations, Partnerships and Engagement

"Goal 5: Strengthen external relations with alumni, friends of the University, local and regional communities and businesses, and legislative and governmental entities."

Questions:	What?	Why?	When?	Where?	Who?	How?
Answers:	<p>The story of UHD's storytelling.</p> <p>How well do we capture interest & engagement from donors and others who can help advance the university's mission and relay that into meaningful change.</p>	<ul style="list-style-type: none"> - Elevating UHD as a place to study and to work. - Improving the perceived value of a UHD degree - Differentiating UHD within the marketplace & community - Increase our capacity to do great things. 	<p>Every day</p>	<p>Everywhere:</p> <ul style="list-style-type: none"> - On campus - Online - Print & broadcast media - Community organizations - Corporations & Foundations - Texas Capitol 	<ul style="list-style-type: none"> - Consumers of media & those active on social media - Prospective students & their parents - UHD alumni, donors/partners of all types - Community Partners & policy makers - All UHD constituents - Peer Institutions 	<ul style="list-style-type: none"> - Increased print, broadcast & online media presence - Outreach - Effective use of data. - Targeted messaging to university constituents - Strategic fundraising - Being deliberate with donors, partners & opportunities