

## Bridge Plan - External Partnerships Work Group

### Objective 1. Enhance Awareness of UHD as a Quality Institution of Higher Education Among Key Internal & External Stakeholders

#### Framing Story Outline

- University of Houston-Downtown faculty members expand their academic reach beyond the classroom ... and beyond campus ... through proactive media relations. Through the pitching and placement by members of the University Relations team, faculty experts are able to share their knowledge on health, politics, history, psychology, criminal justice, education, popular culture and a number of other topics. The presence of UHD professors on television, in print media and on National Public Radio demonstrates the breadth of expertise at the University and reminds prospective students that UHD is indeed a quality institution of higher education. In addition to professors appearing in the media, student leaders and administrators have contributed insights on topics affecting the community and higher education in general. Through strategic media relations efforts, media sources have repeatedly sought expertise and commentary from the University Community. Likewise, news outlets have turned to UHD as a host for televised events focused on issues that impact both local and national landscapes. In calendar year 2018, the University earned nearly \$25 million in advertising values from news mentions and more than 300 articles were shared nearly 200,000 times across social media platforms such as Facebook and Twitter. During that year, more than 100 faculty expert interviews were placed directly by UHD's University Relations team.
- Photo Cutline (IMG\_1612.jpg) – Student (now alumna) Alejandra Villareal and Dr. Maria Bhattacharjee, associate professor of Urban Education, discuss UHD's E-Book Library on the Houston Hispanic Chamber of Commerce's television show.
- Photo Cutline (IMG\_1087.jpg) – Dr. Kristin Anderson appearing on KPRC Ch. 2's "Houston Newsmakers."
- Photo Cutline (Img\_2080.jpg) – Dietrich Von Biedenfeld, assistant professor in the Marilyn Davies College of Business
- Photo Cutline (Isaiah and Faculty.jpg) – FOX26 news anchor Isiah Carey (center) poses with UHD faculty members (from left) Dr. Peter Li, Dr. Krista Gehring, Dr. Kristin Anderson and Dr. David Branham

**Bridge Plan - External Partnerships Work Group****Objective 2. Increase external funding from philanthropic sources****Framing Story Outline**

- **June 2019**
  - UHD Advancement Recognized with 2019 CASE (Council for the Advancement and Support of Education) Educational Fundraising Award
  - <https://news.uhd.edu/uhrs-fundraising-program-recognized/>
  
- **Individual – Marilyn Davies College of Business**
  - Largest gift in UHD history
  - First College of Business in Texas named for a woman.
  - <https://news.uhd.edu/unwrapping-uhrs-largest-gift/>
  
- **Corporate – Green Mountain Energy Sun Club – Solar Array at Sciences & Technology Building**
  - First LEED Gold Certified Building in the UH System made even more sustainable thanks to the support of the Green Mountain Energy Sun Club.
  - <https://www.greenmountainenergy.com/sun-club/recipient/university-of-houston-downtown/>
  
- **Foundation – UHD Greater Texas Foundation Scholars**
  - A 7-year commitment from the Greater Texas Foundation will provide outstanding opportunities for students from Early College High Schools to graduate from UHD on time, with minimal debt.
  - <https://news.uhd.edu/uhr-receives-144m-for-greater-texas-foundation-scholars-program/>

**Bridge Plan - External Partnerships Work Group****Objective 3. Increase participation and engagement of alumni and friends****Framing Story Outline**

- **Alumni Newsletter - distributed monthly since 2017**
  - 26,000 alumni reached each month
  - Open rates 13% - 18%
  
- **Showcasing & Engaging with Outstanding Alumni**
  - 2019-20 Alumni marketing campaign
  - Alumni Features in each edition of the UHD Magazine
  - Alumni highlight events – The Office of Alumni Relations has hosted a number of events in recent years which enable current students to interact with alumni to learn about their educational and career journeys.
    - One noteworthy example March 2019 Gator Grit in STEM, Salute to Stephen Hawking - <https://news.uhd.edu/march-gator-grit-series-honors-stephen-hawking/>
  
- **Alumni Volunteering**
  - Alumni Presentations at Student Research Conference:
    - <https://news.uhd.edu/uhd-student-research-conference-set-for-april-12/>
  - GatorServe
    - Photo Poonam took?

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### Objective 4. Strengthen relationships with elected officials and community partners

#### Framing Story Outline

- **UHD Day at the State Capitol**
  - 89 Students attended (22 Faculty/Staff, 4 alumni) (February 26, 2019)
  - Visited with representatives of 72 Representatives and Senators
  - UHD/ Dr. Muñoz & Regents recognized on the floor of both chambers
  - (PHOTOS)
  
- **Elected officials visiting the UHD Campus**
  - Visit from State Rep Armando Walle (October 19, 2017)
  - Visit from Texas Senator Eddie Lucio (October 17, 2017)
  - (maybe replace with??) ## Members of the Texas Senate
  - ## Members of the Texas House of Representatives
  - ## City Council members
  - ## County Commissioners
  
- **Showcasing Elected Officials**
  - Visit from County Commissioner Adrian Garcia and Councilwoman Cisneros (Bike Day) (September 3, 2019)
  - Gator Grit with Alberto Gonzalez (February 22, 2019)
  - Gator Grit with Tiber Nagy Jr., Asst Sec, Bureau of African Affairs (April 10, 2019)
  - Gator Grit with Carol Alvarado and Christina Morales (September 24, 2019)
  - Gator Grit with Henry Cisneros and Adrian Garcia (October 23, 2019)
  
- **High Profile Events on Campus (Wilhelmina Cullen Robertson Auditorium)**
  - 2018 - District 2 Congressional debate – D. Crenshaw & T. Litton (September 26, 2018)
  - 2018 District 29 Congressional debate – S. Garcia & P. Aronoff (September 26, 2018)
  - 2019 Texas Senate runoff debate – C. Alvarado, Mia Mundy & A. Hernandez (December 4, 2018)
  - 2015 Mayoral Runoff Debate – S. Turner & B. King (December 2, 2015)