



# InformU Campaign

## Department of Communication

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# Issues

- Students are **uninformed** about:
  - The skills learned from the degree, and why they matter.
  - The opportunities to participate with the Department.
  - What they can do with a Communication degree post-graduation.

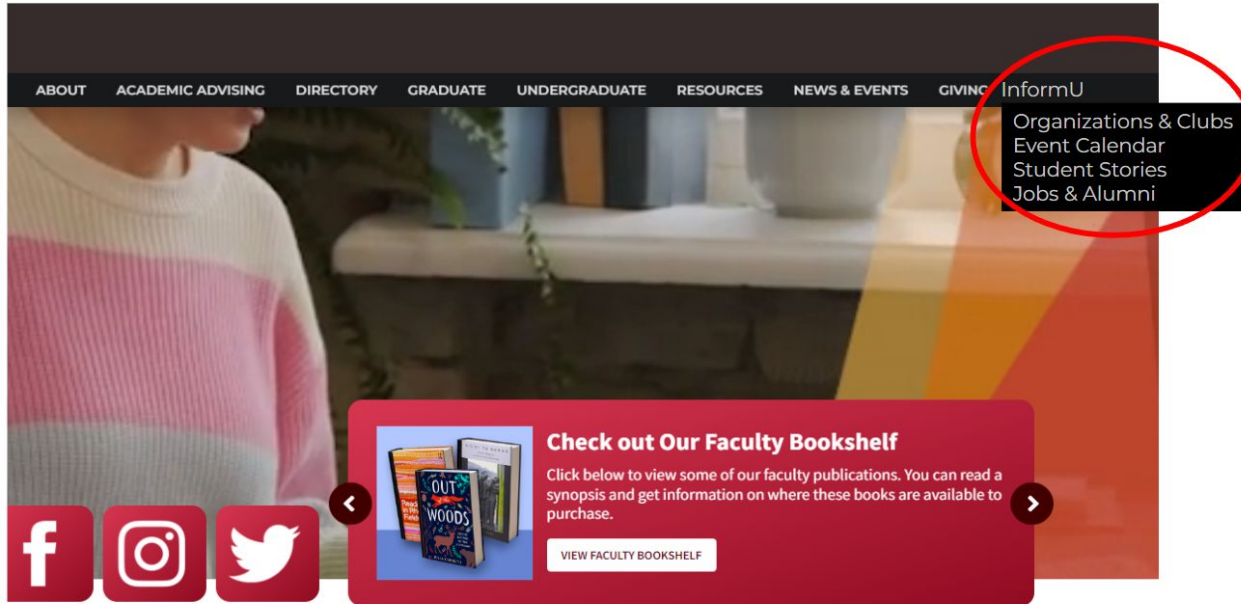
The purpose is to inform current and prospective students about...

- The skills learned from the major.
- The opportunities for student involvement.
- Post-graduation opportunities (jobs and research.)

To do that:

- Updated website.
- TikTok/Reels.
- Informative flyers and physical marketing materials.

# Website Overview



- **InformU** is a tab on the website specifically to increase engagement with **on campus** clubs, organizations, and events within the department.
- **Organizations & Clubs:** (Remove Student Media & Organizations from the Resources tab.)
- **Event Calendar:** This would only be for club activities.
- **Student Stories:** This would be a section that shows off pictures, videos, and written stories about student fun and success at all of these on campus events.
- **Jobs & Alumni:** Area that speaks about jobs relevant to department degrees and alumni who graduated in them.

# Major/Degree

The first area we want to inform students about is what the major is and what skills they'll learn. To do this we want to...

- Highlight practicum courses, like Absolute Communication, that show real-world applications of the degree.
- Include marketing material in the general U of U high school visits.
- Inform students of what the degree is through social media videos.

# What skills do you learn in communication?

- Effective Written and Verbal Communication
- Public Relations
- Media literacy
- Digital and Social Media Skills
- Critical Thinking and Problem Solving

We want to highlight these skills through the InformU campaign.

# Stickers

“Yapper” is a term used for people who love to talk and talk endlessly.

Our team came up with the idea of making stickers because we wanted to create something that really stands out and grabs people's attention

We noticed that no matter where you go—whether it's on water bottles, laptops, or even cars—stickers are everywhere, and they resonate with almost everyone, especially students!

These would be included in the general U of U high school materials as an attention grabber.

**PROFESSIONAL  
YAPPER**

DEPARTMENT OF COMMUNICATION | UNIVERSITY OF UTAH





# ABSOLUTE

Communication... is in.

Innovation  
Invention  
Interpersonal

## JUNIORS AND SENIORS!

Experience the challenges and fulfillment of working in an ad agency. Use your advertising, video production, graphic design, and social media skills to innovate for **real-world clients** who are looking to use *your* work for their companies. You'll receive essential experience and insight to the career field.

Join COMM 3630 and be **involved**.

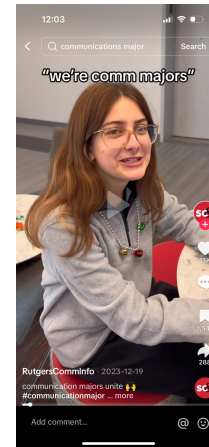
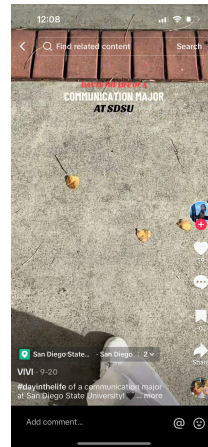
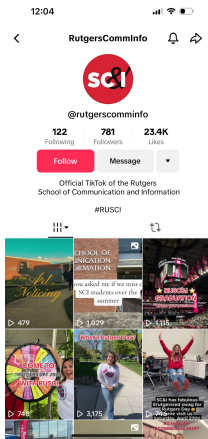
## Absolute Communication Flyer

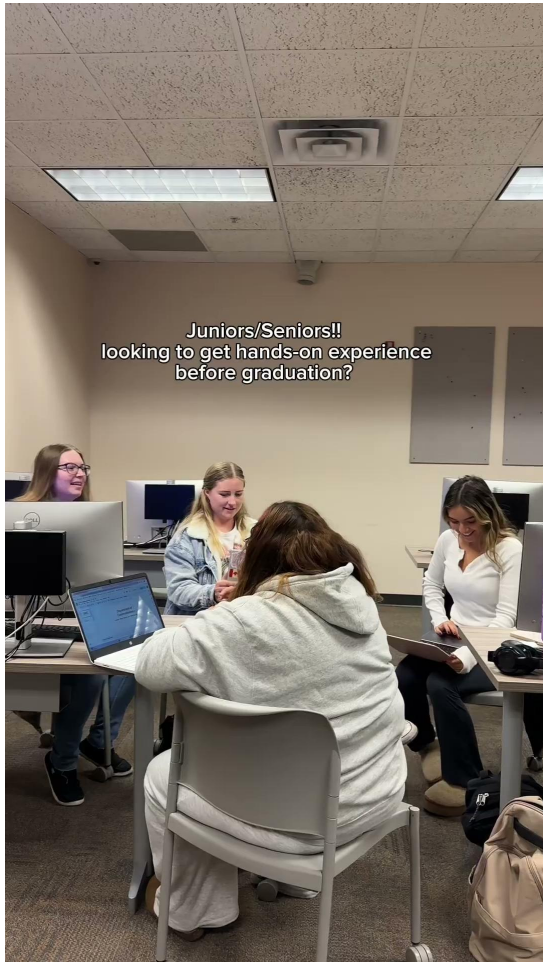
- Marketing towards strategic communication students looking to get real-world experience.
- Emphasizes using essential skills learned throughout university career.
- Highlights possibility for clients to use their work.
- Trendy slogan to increase engagement.



# TikTok Ideas

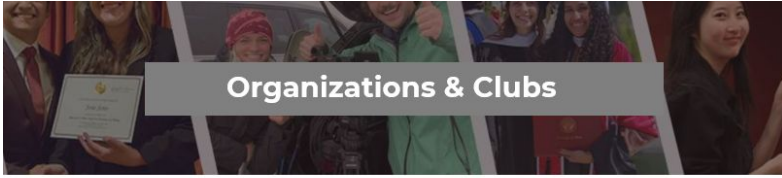
- Create a TikTok that solely embodies the communications department and what it entails
- The goal is to inform students on types of comm degrees, careers, clubs, and events they can attend by being a comm major
- A mix of content would include: informational series, day in the life of different students and staff, trend videos applicable to comm related topics, event and networking info, etc.
- Collaboration with University of Utah's main social medias to promote the account and videos
- 74% Gen Z (12 to 27) use as search engine, 51% prefer it over Google





# Student Involvement

- Highlight student organizations related to and in the department.
- Share student stories, and highlight student accomplishments.
- Create a form where students can submit accomplishments to be highlighted.



## Organizations & Clubs

### Absolute Communication

Absolute Communication is a student-run advertising and public relations agency affiliated with the Department of Communication at the University of Utah. It is a small group of dedicated students committed to doing professional work while gaining real-world experience in the industry.

**Category:** Course (COMM 3630)

**Units:** 3.0

**Professor:** Kevin Bischoff

### The Daily Utah Chronicle

The Daily Utah Chronicle is an independent student newspaper published daily Monday through Friday during Fall and Spring Semesters. The Chronicle employs more than 100 students in various part- and full-time positions throughout the year.

**Category:** Organization

**How to Join:** Apply on Website

**URL:** <https://ustudentmedia.com/chronicle/join/>

### John R. Park Debate Society

The Daily Utah Chronicle is an independent student newspaper published daily Monday through Friday during Fall and Spring Semesters. The Chronicle employs more than 100 students in various part- and full-time positions throughout the year.

**Category:** Club

**How to Join:**

- o Email Dr. Jeannie Hunt ([jeannie.hunt@utah.edu](mailto:jeannie.hunt@utah.edu))
- o Enroll in COMM 3270 (fall) or COMM 4270 (spring)
- o Attend practice Mondays and Wednesdays from 6pm-9pm in LNCO 2890.

**URL:** <https://debate.utah.edu/>

- Insert categories for easier search.
- Specify if it's a class and how many units.
- Information on how to join.
- URLs for relevant websites.



## Event Calendar

### NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5 Debate	6	7 Chronicle Debate	8	9 PRRSA	10
11	12 Debate	13	14 Debate	15	16	17
18	19 Debate	20	21 Debate	22	23 PRRSA	24
25	26 Debate	27	28 Chronicle Debate	29	30	31

#### NOVEMBER 2024: 4<sup>th</sup> – 10<sup>th</sup>

##### Monday:

[John R. Park Debate Society Practice 6pm-9pm](#)

##### Wednesday:

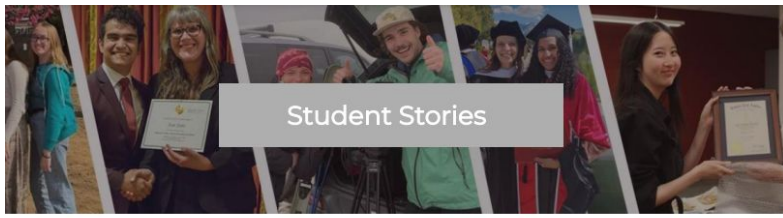
[The Daily Utah Chronicle Outreach Program](#)

[John R. Park Debate Society Practice 6pm-9pm](#)

##### Friday:

[Public Relations Student Society Open House](#)

- Color coded for readability.
- Clickable links on organization/club names to bring to their websites.
- Weekly calendar included to specify events.



See what your peers are doing on campus!



*How did it feel to finish your dissertation?*

"Accomplished. I've worked extremely hard to finish and am excited to see where my future as a PhD in health science communication goes. It's been a dream of mine to help people in the healthcare field."

*Read more about Logan's story here.*

John R. Park Debate Society Bash 2024 (Picture by Kennedy Smith)



- Collage wall of social media posts, student successes, and student photos all relating to the Department of Communication.
- Clickable social media links and extended student success stories.
- On-campus oriented information.
- Form to submit your own story.

# HEY!

## Join PRSSA!

Are you a **communication** major?  
Interested in **public relations**? The  
**PRSSA** is looking for people like  
you! Experience like-minded  
peers, make friends, and discover  
career opportunities!

### Event Schedule

Monday:

Tuesday:

Wednesday:

Reusable weekly event  
template QR\* monthly  
calendar can go here\*

Thursday:

Friday:

Saturday:

Sunday:

(Placeholder QR Code)\*



For inquiries about membership, contact the  
PRSSA Faculty Advisor, Dr. Curtis Newbold,  
at [curtis.newbold@utah.edu](mailto:curtis.newbold@utah.edu).

## PRSSA Flyer

- Markets towards communication majors and people interested in public relations.
- Emphasizes career opportunities to increase engagement.
- Event schedule template for potential reusable format either with a weekly calendar or a monthly. Can change design after a school year.
- QR code to bring students directly to website.
- Membership inquiry information.



*Got a lot on your mind?*

**JOIN DEBATE!**



The John R. Park Debate Society is looking for outspoken, eager individuals who are interested in learning all things **debate, public speaking, and leadership skills**. Polish up your vocal cords, grab a microphone, and get ready to speak your mind!

### How do I join?

- ✓ Email Dr. Jeannie Hunt (jeannie.hunt@utah.edu)
- ✓ Enroll in COMM 3270 (fall) or COMM 4270 (spring)
- ✓ Attend practice Mondays and Wednesdays from 6pm-9pm in LNCO 2890.

QR Code linked to debate society's website\*

## John R. Park Debate Society Flyer

- Marketing towards humanities students who are interested in public speaking and leadership.
- QR code to society's website for easy access.
- Easily readable and followable instructions on how to join.



# Post Degree Opportunities

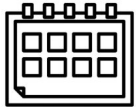
Utilizing the website and the department social media sites, we want to:

- Highlight career opportunities.
- Highlight accomplished alumni.
- Great opportunity to highlight the UAC Master's program.
- Highlight lesser known fields (like CommSHER opportunities.)
  - Stands for science, health, environmental and risk.

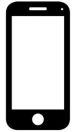
# Career Fields



Public Relation Intern  
(\$40-50k a year)



Event planner  
(\$50-70k a year)



Social Media Intern/Coordinator  
(\$45-50k a year)



Editorial assistant  
(\$30-50k a year)

We want to include these in the InformU tab so students can easily view job opportunities they can get with their Bachelor's degree.

# Department Alumni

## 1. Rebecca Walsh

- Bachelor's in communication.
- Journalist and columnist.
- Worked for 20 years as a reporter, columnist and editor at daily newspapers in Utah, California and Wyoming, and is now the Communications Director for the University of Utah.

## 2. Holly Rowe

- Bachelor's in Communication.
- ESPN Reporter.
- Known for her coverage of major sports events .

## 3. Sarah A. Bell

- Associate Professor at Michigan Technological University.
- Received PhD from the U.
- Focus in digital technologies that are designed to simulate our expressions of human embodiment.





**Questions?**