FACULTY SUPPORT

• Division overview

• Three successful faculty-media engagement opportunities

• 2019 global outreach

• Key issues

• Questions
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<td>Strategically aligned initiatives</td>
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<td>Inconsistent alignment between depts.</td>
<td>Proactive, collaborative team dynamic</td>
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<td>Siloed, inconsistent Measurement</td>
<td>Robust, cross-channel analytics</td>
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<td>Budgets allocated by function</td>
<td>Funding tied to value to the University</td>
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<td>Traditional communications</td>
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<td>Content created by request/need</td>
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FACULTY WORK RECOGNIZED: “THE CONVERSATION”

Are self-driving cars the future of mobility for disabled people?

October 5, 2017 8:38pm EDT

- 200% increase year on year in placement
- More than 2.5 million reads
- Readership across 15+ countries
- Top sections
  - Health and medicine
  - Science and technology
  - Arts and culture
- Faculty members can work with our team to edit and place articles into the conversation.

Email: tamunews@tamu.edu
FACULTY WORK RECOGNIZED: “FUTURIY”

- Highest # reads for three of the last twelve months
- Throughput outlet to tier one media – if it appears in Futurity, it can then be picked up in other larger media outlets and run again and again
- Resources on hand to help pitch research work: tamunews@tamu.edu

MATERIAL COULD OFFER ‘SMARTER’ WOUND HEALING

AUGUST 1ST, 2018
POSTED BY KEITH RANDALL-TEXAS A&M
TEXAS A&M EXPERTS ON
How Hurricanes Form

JOHN NIELSEN-GAMMON
Regents Professor of Atmospheric Sciences, Texas A&M University College of Geosciences
Nielsen-Gammon serves as Texas State Climatologist and is an expert on severe storms, how hurricanes form, the history of Texas hurricanes, rapid formation of hurricanes in the Gulf of Mexico and the history of severe storms and hurricanes in the past 100 years.
Contact: (979) 845-2248 | n-g@tamu.edu

TIM LOGAN
Instructional Assistant Professor of Atmospheric Sciences, Texas A&M University College of Geosciences
Logan is an expert in severe storms, the formation of storms and lightning, and the damage caused by severe storms and hurricanes.
Contact: (979) 845-2004
tlogan82@tamu.edu

COURTNEY SCHUMACHER
Professor of Atmospheric Sciences, Texas A&M University College of Geosciences
Schumacher is an expert in tropical meteorology, large mesoscale convective systems, radar meteorology, and mesoscale-climate interactions.
Contact: (979) 845-5522
cschu@tamu.edu

ROBERT KORTY
Associate Professor of Atmospheric Sciences, Texas A&M University College of Geosciences
Korty is an expert on how hurricanes affect oceans and how climate affects hurricanes.
Contact: (979) 847-9090
korty@tamu.edu
Important Online Resources and Contacts

TEXAS TASK FORCE ONE
An elite, highly trained and highly specialized group trained in disasters and terrorism. It can be mobilized within hours and is equipped to remain on 24-hour duty for days at a time.
Contact: Jeff Saunders (979) 458-6800 | jeff.saunders@touxmail.tamu.edu

THE TEXAS COASTAL PLANNING ATLAS
Detailed geographic information that assists in providing guidance in decision-making, policy, and planning for Texans living in this 18-county coastal region.

BUYERS B-WHERE
Enter a street address and receive a graphic and statistical risk assessment for a specific property. Comprehensive, easy to understand information delivered on-the-fly will provide a critical resource for existing and future property owners interested in making sound and safe investment decisions.

TEXAS EXTENSION DISASTER EDUCATION NETWORK (EDEN)
The Hurricane Resources website is available to the public. The site has links to information about both preand post-storm needs. Topics include general safety, food, people with special needs, health issues, restoring the home, financial recovery, and care for trees, pets and other animals, and septic systems.
Contact: Andy Vestal (979) 862-3013 | t-vestal@tamu.edu
Joyce Cavanagh (979) 845-3850 | jcavanagh@tamu.edu

HAZARD REDUCTION & RECOVERY CENTER
Established at Texas A&M University in 1988, the HRRC is an Interdisciplinary collaborative effort focused on hazard analysis, emergency preparedness and response, disaster recovery, and hazard mitigation. Researchers study the full range of natural disasters and technological hazards.

TEXAS COMMUNITY WATERSHED PARTNERS PROGRAM (TCWP)
The TCWP provides education and outreach to local governments and citizens on the impacts of land use on watershed health and water quality.

DIVISION OF MARKETING & COMMUNICATIONS
Members of the news team can assist in seeking additional experts and fielding additional questions from media. tamunews@tamu.edu

TEXAS A&M EXPERTS ON
Warning Systems and Evacuation

JOHN COOPER
Associate Professor of Practice, Texas A&M University College of Architecture
Urban Planning and Outreach Coordinator, Hazard Reduction & Recovery Center and the Center for Housing and Urban Development
Cooper’s areas of interest include principles of inclusive planning, and plan quality. His research and outreach focuses on emergency management, disaster planning and mitigation with a primary focus on socially vulnerable populations and communities.
Contact: (979) 862-2272 | jcooper@arch.tamu.edu

WALTER GILLIS PEACOCK
Director, Hazard Reduction & Recovery Center
Professor of Urban Planning, Texas A&M University College of Architecture
His research has focused on evacuation, restoration and long-term recovery from disasters, disaster mitigation and resilience.
Contact: (979) 845-7853 | peacock@tamu.edu

GEORGE O. ROGERS
Senior fellow, Hazard Reduction & Recovery Center
Director, Urban and Regional Science Graduate Program
Professor, Texas A&M University College of Architecture
His research has focused on warning systems, risk perception and sustainable development.
Contact: (979) 845-7284 | grogers@tamu.edu
INTERVIEW OPPORTUNITIES & SOCIAL MEDIA PROWESS

- KAMU – Satellite uplinks to major shows
- Media training sessions for faculty offered
- Tremendous throughput on social media – TAMU has one of the largest social media followings of any university private or public in the world.
- Let us know if you have compelling work, stories, breakthroughs, innovating revelations, etc. to share with the world.
24 HOURS OF GLOBAL IMPACT

Highlighting Texas A&M as a global university with impact through 360 degree videos around the world: [www.beyond.texas.com](http://www.beyond.texas.com).

- Texas A&M University, Texas
- Panama Canal
- Hong Kong
- Palau
- ESPN
- U.K.
- Botswana
- Germany
- Kazakhstan
- Qatar
- Peru
- Australia
- Space (NASA Aggie)
2019 GLOBAL ADVERTISING

**Purpose:**
To demonstrate the reach and impact of Texas A&M University and to galvanize Aggies overseas to post near the advertisements to show the power of the Aggie Network.

**Cities Selected:**
1. London
2. Paris
3. Mumbai
4. Seoul
5. Mexico City

**Selection criteria:**
- University exchange(s) in city
- Research grants in country
- # of expatriate former students living in country
- # of students from that country
- TAMU A&M Clubs
LONDON
PARIS
आप हमारे पर से 14,360 किमी दूर हैं।
कमी दूर हैं।

लेकिन हम यहां बेहतर पावर गर्डन बनाए रहे हैं।

BEOYDTEXAS.COM
너는 우리 집에서 11,190 킬로미터 떨어진다.

하지만 우리는 암을 완전히 없애고 있습니다.
MEXICO CITY
ESTÁ A 1,647 KM DE NUESTRA CASA

PERO ESTAMOS AQUÍ MEJORANDO LA SEGURIDAD ALIMENTARIA GLOBAL

Aprendo acerca de Texas A&M en la Ciudad de México
evontex.com
MARKETING COMMUNICATIONS
STRATEGIC PRIORITIES for 2019

"ALWAYS
AND
FOREVER"

- Enhance the reputation of Texas A&M University as a world class university.
- Serve the community, state, nation and world with value and impact.

2019: SEVEN PRIORITIES

1. Make rapid headway in media awareness and reputation (faculty focus);
2. Invest in professional development of our people and recruit heavily to fill team;
3. Sustain focus upon three university pillars: transformational learning; discovery and innovation; impact upon the state, nation and the world;
4. Support key 2019 campus and college key initiatives (see next slide);
5. Increase income in profit centers such as licensing;
6. Opt into productive activities (with air cover for opting out of nonproductive); and
7. Nourish creative ideas.
STRATEGIC PRIORITIES for 2019

- Student success initiative (Provost-led with key metrics)
- Smart growth (online, masters, doctoral)
- Recruitment and retention (faculty, staff and students)
- Climate, diversity
- Mental health
- Title IX
- Army Futures Command
- Vision 2030 Strategic Plan
- Branding Texas A&M Health