

2024-25 UMC STRATEGIC EDITORIAL CALENDAR

INTRODUCTION

UMC will use this editorial calendar to align storytelling and communications to TU's operational goals strategically. This calendar takes into consideration key milestone programs and events that happen throughout the academic year and aligns with TU's enrollment marketing efforts.

It is important to note that while each month includes a strategic plan goal and key focus area, we understand the need for breaking news and other timely announcements ongoing and throughout the year. To this end, UMC will serve as strategic advisers with our campus partners to determine goals for communications focused on the audience. This effort will allow us to identify the appropriate timing and communication tool to reach the intended audience.

Finally, UMC commits to ensuring our communications help our students, faculty, staff and visitors feel seen, heard and welcome at TU. As a result, we will focus on inclusive storytelling and communications in all that we do throughout the year, while shining a spotlight on DEI programs and initiatives in dedicated months.

STRATEGIC PLAN GOALS



INNOVATE



EDUCATE



SUPPORT



INCLUDE



ENGAGE



SUSTAIN

AUGUST



SUPPORT

- Staff & faculty support
- Campus information
- Student resources
- Athletics
- Community support

NEED TO KNOW

- Campaign Phase: Visit TU/Applications
- Move In/ Welcome to TU
- Start of Fall Semester
- On-Campus Job Fair

SEPTEMBER



INCLUDE

- DEI initiatives
- Inclusive campus support
- Inclusive research
- Employee culture & collaboration

NEED TO KNOW

- Campaign Phase: Visit TU/Applications
- Latine/x Heritage & Culture
- CHP Ribbon Cutting
- Football Home Opener/Tailgate
- Career and Internship Job Fair
- Open House

OCTOBER



SUSTAIN

- Environmental initiatives
- Professional development
- Advancement/Alumni
- Enrollment

NEED TO KNOW

- Campaign Phase: Apply Now
- Homecoming
- LGBTQIA+ History & Culture
- Family Weekend
- Campus Sustainability Month

NOVEMBER



INNOVATE

- Student & faculty research & programs
- Scholarships, grants, awards & funding
- Teaching pedagogy

NEED TO KNOW

- Fellowships & Awards
- Native American Heritage & Culture
- Election Day
- BTU Awards
- Gen One Day

DECEMBER



EDUCATE

- Experiential & service learning
- Academic & interdisciplinary programs
- Academic & teaching excellence
- Mentorship

NEED TO KNOW

- Commencement/Doctoral Hoodings
- TU Holiday
- Staff/Faculty Holiday Party

JANUARY



ENGAGE

- Community service & partnerships
- Entrepreneurial support & resources
- Maryland impact
- Arts & culture programming
- Centers & shared governance

NEED TO KNOW

- Annual Report
- Minimester begins
- Start of Legislative Session
- Start of Spring Semester

FEBRUARY



SUPPORT

- Staff and faculty support
- Campus information
- Student resources
- Athletics
- Community support

NEED TO KNOW

- Campaign Phase: Matriculation
- Black History & Culture
- Greek Recruitment & Rush Begins
- Application Deadline

MARCH



INNOVATE

- Student & faculty research & programs
- Scholarships, grants, awards & funding
- Teaching pedagogy

NEED TO KNOW

- Campaign Phase: Get to Know TU/Connect
- Spring Break
- Mega Internship Job Fair
- Women's History Month
- Admitted Students Day
- Disability Awareness & Culture

APRIL



SUSTAIN

- Environmental initiatives
- Professional development
- Advancement/Alumni
- Enrollment

NEED TO KNOW

- Impact TU
- Big Give
- Fellowships & Awards
- Sexual Assault Awareness
- College Cup
- End of Maryland Legislation Session
- Autism Awareness

MAY



EDUCATE

- Experiential & service learning
- Academic & interdisciplinary programs
- Academic & teaching excellence
- Mentorship

NEED TO KNOW

- Commencement/Doctoral Hoodings
- Enrollment Deadline
- Summer Session
- APIMEDA History & Culture
- Student/Faculty Awards
- Mental Health Awareness Month
- Open House

JUNE



INCLUDE

- DEI Initiatives
- Inclusive campus support
- Inclusive research
- Employee culture & collaboration

NEED TO KNOW

- Orientation
- Study Abroad
- Pride Month
- Juneteenth

JULY



ENGAGE

- Community service & partnerships
- Entrepreneurial support & resources
- Maryland impact
- Arts & culture programming
- Centers & shared governance

NEED TO KNOW

- Orientation
- Summer Research
- StarTU Accelerator Showcase
- Get to Know TU/Connect