

Administration and Finance Leadership Meeting

Focus on Communications

October 13, 2009

University of Houston
Administration and Finance Leadership
Meeting
October 13, 2009
Rockwell Pavilion
1 p.m. – 3 p.m.

- Overview of Today's Topics
- Introduction of the Communications Team
- Panel Discussion – A&F Best Practices
- Discussion Highlights
- Adjournment

Communications Teams

- At least one representative from each department
- Our week starts on Fridays
- Focus is on at least two updates per week (video, press releases)
- Distributed in A&F Week Ahead

How are we communicating?

- Press releases on the web
- Meetings with Media Relations/Daily Cougar
- Enhanced web services/functionality
- Peer-to-peer marketing/committees
- Social networking
 - http://www.youtube.com/watch?v=MpIIOCIX1jPE&feature=Playlist&p=A0402F1F2A447D53&playnext=1&playnext_from=PL&index=3