UMCMR GOAL:

UH ARTS

The overall marketing/communication goals for UH Arts are to build the Public Art of the University of Houston System (PAUHS) brand, increase its visibility as a valuable yet accessible cultural asset and tell stories about the collection that aid in making it a world-class destination for the local and regional community, and arts enthusiasts across the nation.

VALUE PROPOSITION

- Hidden gem/Houston treasure; experience can’t be replicated
- Public art plays a role in community building, breaking barriers. PAUHS is approachable--not high-brow or buttoned up, art outside (the lines)
- Campus: Intersection of art and education- intellectual stimulation, learning and engagement tool
- Connection to community and Houston arts, which has a long history of having an eclectic arts culture that encourages creativity

KEY MESSAGING

- UHS as a world-class arts destination; free, world-class open air museum
- UHS as a leader among peers; first public university to adopt a “Percent For Art” program
- One of the most important collection of public art by any university in the U.S.; UHS has the largest collection of public art among all state universities and early works of several well known artists
- 2019 marks 50th anniversary of Public Art of UHS
- Depth of the collection; internationally renowned artist
2019 OBJECTIVES:

**Goal:** Develop a targeted marketing/advertising and editorial campaign to introduce PAUHS to local and national audiences.

- Objective #1 – Place monthly ads in art and lifestyle, and local publications. Targeted online ad campaign that yields a 2% click-thru rate
- Objective #2- Media relations will help establish targeted list of influencers and publications for targeted marketing campaign; will pitch editorial to those same publications that we advertise with.
- Objective #3 - Billboard placements in the greater Houston area for 10 months
- Objective #4- Develop and execute marketing and communications plan for public launch of *Temporary Public Art*
- Objective #5- Develop and execute marketing and communications plan for *Monograph* (September)
- Objective #6- Develop and execute marketing and communications plan for 50th anniversary celebration (September)

**Goal:** Increase public engagement

- Objective #1 – Establish benchmarks for touch and event participation; and increase by 5% year-over-year. (115 average attendees based on four events/ 21 participation based on seven tours)
- Objective #2 – Improve the web presence of PAUHS website and materials and increase website visits by 10%

**Goal:** promote and receive local, national and international news coverage

- Objective #1 – Produce a press release and distribute to targeted media for major news, events and installations related to PAUHS; track media reach for each.
- Objective #2 – Increase media placement reach by 5% over FY18
- Objective #3 - Be featured (1) Art in America and (2) ARTnews (3) Artforum and (4) Public Art Magazine in 2019.
- Objective #4- Working with Lea Weingarten, Sr. Media Relations Rep will set up series of face-to-face meeting with arts media; cultivate relationships with at least six arts media through face-to-face meetings.
2019 UMCMR Content Plan- UH Arts

**Goal:** Increase social media engagement (for @UHouston channels)

- Objective #1 – Establish baseline for UHSP Public Art social media engagements in FY19
- Objective #2- Once baseline is established, increase year-over-year engagements by 5%.
- Objective #3- Create and test social media campaign featuring public art pieces at UH; measure engagements

**Key metrics include:**

**Marketing:**

- Tour Participation
- Event Attendance
- Unique website visits
- Advertising Impressions
- Online Ad click rates

**Media Relations, Social & Digital Production**

- Number news placements in publications
- Reach of news placements
- Social Media Engagements (comments, likes, shares)
- Engagement Rate
- Video Views
- Pageviews of news releases

**Channels for Distribution**

- UH Web
- UHS Web
- UH Today Newsletter
- UH Magazine
- Organic Social Media
- Paid Social Media
- Paid Digital Advertising
- PAUHS Events
- Handouts
- Media
2019 UMCMR Content Plan- UH Arts

- E-comm
- App
Target Audiences

Local Arts Community

The local arts community consists of artists, aspiring artists, art enthusiasts, curators, art dealers and all people who have an interest in the Arts who live or work in the Greater Houston area. They appreciate art, visit museums and would be interested in viewing new pieces or collections.

**Business Goals:**

- Increase awareness of PAUHS
- Heighten their appreciation of the collection,
- Encourage them to view the collection
- Recruit advocates for PAUHS

Community and Local Media (in Specific Market)

A general audience not considered art enthusiasts who live and work in a specific market. General assignment newspapers, TV stations, digital news sites, radio stations serving that same defined geographic area.

**Business Goals:**

- Increase awareness of PAUHS in local UHS markets (Houston, Clear Lake, Victoria)
- Increase site visits, tour and event participation from locals
- Help establish perception of UHS as a world-class arts destination

Arts Media (Reporters & Publications)

Arts-focused publications and reporters covering arts as part of a beat. Arts publications and reporters inform the industry and arts communities they serve.

**Business Goals:**
2019 UMCMR Content Plan- UH Arts
Increase coverage in local and national arts trades publications and among reporters covering an arts beat.

**Internal (University-Specific)**
Stakeholders within each individual UH System university, including faculty, staff and students.

**Business Goals:**

- Increase awareness of PAUHS and knowledge of specific pieces on their respective university
- Heighten their appreciation of the collection at their respective university
- Recruit advocates for PAUHS
- Increase engagement of internal stakeholders with PAUHS
Type of Content to Create

Education, inspirational and aspirational

- **News and magazine articles**: In-depth story about an artist and/or a piece in the collection.
- **News releases**: Press release about a PAUHS event, artist visits or piece re-siting. Stories that focus on what public art adds to the education of our students. Stories that focus on public engagement opportunities.
- **Advertisements**: Brief messages that promote tours, visits or PAUHS event attendance. These can be online, social and print.
- **Social media posts**: Promote specific pieces, tours, visits and events.
- **Videos**: See content outlined in News releases and social media. Visually tell those stories.
- **User-generated content**
- **Infographics**
- **Photos**
Content Creation Process

**Brainstorming Team:** Develops content ideas. Determines how much of each content type is needed and how often it will be created and published.

- Director Marketing, UMCMR
- Art Director, UMCMR
- Senior Media Relations Director

------- Additional input as needed:

- Sr. Media Relations Rep covering PAUHS
- PAUHS Director
- Director of A&F Internal Comms

**Creators:**

**Media Relations:** Sara Tubbs writes and distributes new releases, magazine articles, media pitches, etc.

**Creative Services:** Damisi Delaney designs marketing collateral

**Digital Production:** Aaron Rodriguez produces videos

**Kimberly Davis:** Social Media contact

**Workflow:**

*Identify the steps involved in moving the content from conception to execution.*

**Chain of Approval**