

University of Rhode Island Communications Strategy

As we celebrate the University of Rhode Island's 125th anniversary and look forward to a major fundraising campaign on the horizon, it is increasingly imperative that the University community delivers clear, accurate, and strategic messages to all audiences that can help the University achieve its goals. For University communications to be strategic, all print, digital, and visual communication pieces must be timely, accurate, high quality, and fully congruent with the University brand, logo, and color standards.

To ensure that all internal and external communications are effective and strategic, the following policies are recommended:

- The department of [External Relations and Communications](#) (ERC) will serve as the central clearinghouse for information about the University, including government relations, media relations, crisis communications, marketing strategy, advertising, media buying, photography, web communications, social media, and video development for the institution. All activities related to these responsibilities must be coordinated with ERC.
- All colleges, departments, institutes, centers and divisions must follow the [University Brand Visual Standards](#). To ensure best practices in brand management and communications, ERC should be consulted and must respond in a timely manner when communication products are developed.
- There is one official [University logo](#), which must be used on all materials. Only in exceptional cases will use of alternative marks be considered, such as the interlocking RI logo or the 125th anniversary artwork, in use for this calendar year only.
- The University employs only one branded tagline: "Think Big. We Do."

- All communications listed below, whether in print or digital form, will be reviewed by or coordinated with ERC initially to ensure that all messaging is strategic, consistently branded, focused, coordinated, delivered on a variety of platforms, and scheduled in such a way as to avoid oversaturation of communications. Effectiveness of communications will be measured by productive responses received and impact. Where applicable, digital and traditional data will be analyzed to improve messaging, content, and delivery. Communications of interest include but are not limited to:
 - Newsletters
 - Invitations to university events
 - Brochures
 - Fact sheets
 - University-wide email notices
(excluding department-wide email)
 - News releases
 - Ads
 - Media buys
 - Merchandise
- All website development and updating must adhere to the University's Web Policy.
- All communication, marketing, design, and web development positions must be coordinated with ERC and may have split responsibilities and a dual reporting line with ERC.

Coordination, collaboration, and consistency among all institutional entities is necessary to ensure University messages build equity in the URI brand and that the University clearly communicates its brand promise, mission, and successes to all audiences on a global level. By implementing this communications strategy, URI will provide effective, timely, and consistent communications that will help ensure global prominence of The University of Rhode Island. ERC will meet with all Colleges, Departments, Institutes, Centers and Divisions to collaborate and provide guidance as requested or necessary.