

# University Communications

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UNIVERSITY OF ST. AUGUSTINE  
FOR HEALTH SCIENCES

# Who We Are

University Communications is part of the Marketing Department reporting to Terry Rakosky, Senior Vice President for Marketing, Enrollment & Product Strategy.



**Joe Cockrell, Executive Director of Communications & Media Relations**

Former journalist. 20 years of experience including Chapman, Marquette, UNLV, University of Phoenix, and West Coast. BA degrees in journalism and performing arts, master's in strategic communications.



**Taylor Clayton  
Communications Specialist**

BA degree in journalism from Penn State. Prior to USAHS she was a sports blogger, freelance journalist, SEO and social media strategist. She is also a youth diving coach.

# What We Do

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- **Build Awareness of the University, the USAHS Brand, and Program Offerings**
- **Strengthen the University's Reputation**
- **Ensure University-wide Connectivity through Internal Communications and Safety with Emergency/Crisis Communication**
- **Facilitate Community Connections through Government Relations Support**

## Brand Awareness

- **Press releases**
- **Media events**
- **Proactive pitching to local media for news coverage and interviews**
- **Response to media requests for information and expertise**

## University Reputation

- **Thought leadership opportunities**
- **Blog posts and articles**
- **Implementation of media strategies to support University mission and vision**
- **Identification and promotion of institutional claims**

## Internal Communications


- **Campus Connection and TV**
- **MyUSA landing page**
- **Organizational announcements**
- **Emergency / crisis communications**
- **Accolades Magazine and alumni newsletter**

## Community Relations



- **Support community relations through engagement with local organizations**
- **Support Government Relations strategies with media support**
- **Joe serves as University spokesperson**
- **Media training and talking points**

# We Want To Hear From You!



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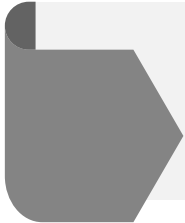

Tell us about your research projects.





Is your faculty bio updated on USA.edu?





Let us know when you are presenting. PHOTOS!




Interesting things that students and alumni are doing.



Let us know when you are published or receive an award or recognition.



Tell us about volunteer projects and service learning. TAKE PHOTOS!



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# Media Relations

Please review media policy (Campus Connection)

- We have had several faculty featured on Good Morning San Diego as a result of relationship-building efforts with producers at KUSI-TV
- In 2020 we are expanding those efforts to Dallas, Austin, Miami and Jacksonville
- It is important to respond quickly – the news cycle moves fast
- What trends or topics might be of interest to people? Did you see a news story relevant to USAHS?
- What tips or advice can we share with the public? For example: fall prevention tips, injury prevention tips, advice for pain management, etc.







# THE ST. AUGUSTINE RECORD

COVERING THE ANCIENT CITY AND ST. JOHNS COUNTY SINCE 1894

Wednesday, April 17, 2019

StAugustine.com

## Running free, again

**Device designed by University of St. Augustine professors helps amputees learn to run outside**

**By Travis Gibson**  
tgibson@staugustine.com

After losing his right leg following a boating accident in 2003, Bobby Baker didn't run outside for 16 years.

Although he had a prosthetic leg, Baker said he never felt confident enough on the leg to attempt running on pavement. The risk of falling and potential injury kept him away.

That changed Tuesday morning in a parking lot on the University of St. Augustine for Health Sciences campus. On his 50th birthday, Baker ran across the freshly paved blacktop with the help of a new running frame designed to help amputees feel confident enough to run without the fear of falling.

"This is amazing," Baker said after a brief demonstration of



**Bobby Baker, who lost his right leg following a boating accident, runs outside for the first time in 16 years with the help of a support device designed by two University of St. Augustine professors.** [TRAVIS GIBSON/THE RECORD]

## Leveraging Your Expertise

- In addition to media opportunities, we want to highlight faculty expertise via the University blog, online newsroom stories, news videos, and Accolades Magazine.
- Is there something unique and interesting that you do away from the University?
- Student and alumni stories – you are the front line when it comes to knowing what students are up to, so please keep us informed!
- [jcockrell@usa.edu](mailto:jcockrell@usa.edu) & [tclayton@usa.edu](mailto:tclayton@usa.edu)



# Why This Matters

- University Communications brings a strategic focus to all campuses and the benefits of leveraging faculty expertise are significant:
  - Generating awareness in the local community
  - Building the university brand
  - Raising the institutional profile among key audiences
- Positioning you as thought leaders in your field supports that strategy, as well as your own career
- We have created a strategic plan that connects the University's goals with the needs and interests of the public – that our vision is to be a leading comprehensive health sciences University in order to fill the critical gaps in health care in our communities, and our stellar faculty are at the heart of that vision



# Campus Connection

- University newsletter distributed weekly on Thursdays – BE SURE TO READ IT!
- Announcements, news, feature stories, accolades, new hires, and more
- Submit your accolades and accomplishments to us!
- Beyond the newsletter, the Campus Connection SharePoint site is a hub of information, documents, forms and policies

[usahs.sharepoint.com/sites/campusconnection](https://usahs.sharepoint.com/sites/campusconnection)

The screenshot shows the 'Human Resources' page of the Campus Connection SharePoint site. The page has a dark header with the 'Campus Connection' logo and navigation links: 'Accreditation Updates', 'University Updates', 'Campus Updates', 'Finance', and 'Human Resources'. A search icon is in the top right. The main content area is divided into four sections: 'Payroll & Dayforce', 'Benefits', 'Forms & References', and 'Policies'/'Trainings & Webinars'.

Payroll & Dayforce	Benefits	Forms & References	Policies	Trainings & Webinars
<ul style="list-style-type: none"><li>• <a href="#">Dayforce Job Aids</a></li><li>• <a href="#">Payroll Calendar 2019</a></li><li>• <a href="#">Payroll Calendar 2020</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Announcements</a></li><li>• <a href="#">Benefit Guides</a></li><li>• <a href="#">Benefits Orientation</a></li><li>• <a href="#">Health Plan Summary Documents</a></li><li>• <a href="#">Holiday Calendar</a></li><li>• <a href="#">LOA - STD/FMLA</a></li><li>• <a href="#">Supplemental Benefits</a></li><li>• <a href="#">Wellness</a><ul style="list-style-type: none"><li>◦ <a href="#">Cigna MotivateMe—Health Assessment and Rewards</a></li></ul></li><li>• <a href="#">401K</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Board of Directors Awards</a></li><li>• <a href="#">Employee Metrics</a><ul style="list-style-type: none"><li>◦ <a href="#">Employee Metrics Graphs</a></li></ul></li><li>• <a href="#">Faculty Promotion Application</a></li><li>• <a href="#">Faculty Promotion Guidelines</a></li><li>• <a href="#">New Hire FAQ</a></li><li>• <a href="#">Institutional Goals</a></li><li>• <a href="#">Special Payment Form</a></li><li>• <a href="#">Tuition Promissory Note</a></li><li>• <a href="#">Tuition Reduction Request</a></li><li>• <a href="#">Tuition Reimbursement Request</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Code of Conduct and Ethics</a></li><li>• <a href="#">Employee Handbook</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Benefits</a></li><li>• <a href="#">Compliance</a></li></ul>



# Coming Soon: Revamped USAHS News Site

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- We are collaborating with Marketing and I.T. on an updated University news section on USA.edu
- Will be a mix of news coverage from each campus, articles, and video news clips sharing the stories of the University
- We want to **FEATURE YOU!**



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# QUESTIONS?

CONTACT:  
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