

Communication Tactics

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Communication Tactics

Communication tactics are techniques that could be useful to find your strategy. “Tactics are the tools you use to pursue the objectives associated with your strategy. Tactics include both communications channels like email, PR and social media, as well as specific types of content like storytelling or infographics. (Miller, 2019)”

Campus Communications

Campus Communications play an important role in Worcester State University. “The Office of Communications and Marketing is responsible for media relations, internal and external communications, marketing and print publications for the University. Media inquiries including requests for interviews with subject matter experts... ”

Brand and Logo

Marketing and branding provide the influence of Worcester State University. “Worcester State University’s current marketing and branding promotes our reputation for academic excellence and portrays us as a liberal arts and sciences university on the move: academic programs and experiences that are rigorous and relevant for our students, and an evolving campus. The Worcester State University Marketing Division provides a variety of resources to external audiences such as media outlets as well as the University community to encourage campus-wide participation.”

Logo obtains to upload for any marketing purposes. “The University logo is available to download for your print or digital publication. Information and instructions on Worcester State University logos, colors, fonts, and more are available in our official identity guidelines manual.”

Learfield Licensing is responsible for the logo of Worcester State University. “All logos of Worcester State University, including Lancer Athletics logos, are controlled under a licensing

program administered by Learfield Licensing. In order to ensure high-quality and consistency in branding, the Worcester State University Marketing Division recommends that any vendor creating merchandise/promotional items bearing any Worcester State University logo should be an approved licensee through Learfield.”

External Public

Eternal Public is the progression of public relations. “The main aim of the external PR team is to maintain a positive reputation and brand image for their company or organisation. They do this by proactively responding to media inquiries, coordinating and facilitating interviews and developing press releases to distribute relevant information. (Hurley, 2020)”

Competitors

Competitors involve in the organization. “Competitors are other businesses who can offer the same or similar goods and services to your customers.” There are six competitors in Worcester State University. “Brown University, Worcester Polytechnic Institute (WPI), Duke University, University of Chicago, College of Our Lady of the Elms, and Clarkson University.”

Community Standards

Community Standards apply students to find sources of information in Worcester State. “As a student, the Office of Community Standards at Worcester State University is your resource for information on your rights and responsibilities as a member of our campus community, understanding the balance between individual and community rights, and support of a safe and inclusive atmosphere conducive to your success. Integrity, scholarship, community, creativity, and excellence are the core values that guide our conduct, performance, and decisions.”

Goals involve in community standards. “Educate students, faculty, and staff on issues related to student conduct, community responsibilities, and behavioral expectations set forth in the

Student Code of Conduct and Student Handbook. Protect the rights of the students and the WSU community. Provide a fair and impartial review for students charged with violating WSU policies. Educate students who have violated WSU policy by assigning purposeful sanctions that foster learning, ethical development, and personal integrity. Encourage respect for members of the WSU community.”

Real Estate Investing

Real Estate Investing involves a lot of opportunities. “News stories about the softening real estate market might scare away some novice investors, but experienced investors recognize weak markets as opportunities to pick up bargains. Real Estate Investing includes specially designed worksheets and hands-on activities to take the guesswork out of your investing efforts. Start developing a plan for your own investing efforts based on proven methods used every day by full-time, professional real estate investors.”

President’s Office

President’s office is in charge of any duties in Worcester State University. “Members of Worcester State University President’s Office staff support the activities of the university president and university external relations. Our responsibilities include managing the day-to-day business of the office, the president’s schedule, community and government relations, international relations, campus communications, diversity and inclusion, and Board of Trustee stewardship. We also help advance the university’s strategic priorities, coordinate events the president attends and hosts, and oversee the Presidential Student Ambassadors program on behalf of the president and Worcester State University.”

Campus Transformed

Campus in Worcester State University made a huge transformation over the last five decades. “Worcester State University’s 58-acre campus is known for its rolling topography, diverse landscape, and varied architecture. Our growth in enrollment and academic programs was the catalyst for the campus’s expansion, beginning in 1965 with the construction of the Sullivan Academic Center. Since 2004, capital projects have addressed the demand for more on-campus housing, need for additional on-campus parking, and commitment to modernize our facilities. Our close-knit campus has transformed over the years to meet the goals of our master plan: Renewing the campus with an ‘open, collegiate landscape’ and creating ‘an identifiable sense of place.’”

Internal Public

Internal Public plays an important role in the public relations. “Internal Public Relations in perspective refers to those who work and have a role in an organization such as employees, management and their family members. In addition also refers to the union that lives and thrives in a company or organization. (Gani, 2016)”

Facilities

Individual facilities have different positions in Worcester State University. “The Worcester State University Facilities Department's team of engineers, project managers, safety and environmental specialists, skilled craftspeople, groundskeepers, and custodial service staff is committed to providing an attractive, functional, and healthy campus for our students, employees, and visitors 24 hours a day.”

Their daily structure is their responsibility. “When it comes to WSU’s buildings, we not only represent WSU in the planning and construction processes, but also are responsible for their daily operations. Our maintainers and trades personnel are a constant presence in our buildings,

ensuring that they are clean and systems are working properly. WSU's Sustainability Office is part of our team, guiding our efforts to transform WSU into a greener campus and build and operate energy-efficient buildings.”

The campus experience in Worcester State University wanted to make sure regardless of the season, they encouraged students and employees to be safe as possible. “You’ll find us around the Worcester State campus mowing the lawns in the spring, summer, and fall, and covering walkways and stairs with sand and salt during the winter. A key responsibility in the winter is, of course, removing snow from roadways and parking lots in a timely manner so that classes can resume as quickly as possible, and students and employees can move around the campus safely.”

Students

Student is Worcester State University's first priority. “Students come first at Worcester State University. Our mission is to support your goals and aspirations—during your college years and beyond—with all the commitment and resources of an outstanding academic community.

Student Services

Worcester State University gives the information of Student Services. “We provide an extensive array of student services to address every aspect of your college experience, from academics to career counseling, health and wellness to commuter services. Student services on campus include: Health Services, Student Accessibility Services, Career Services, and Academic Support Services.”

Student Organizations

Student Organizations encourage students to create a skill to build their future endeavours. “When you get involved in a student organization at Worcester State University, you develop lifelong learning skills that contribute to intellectual enrichment and to success following graduation. Research consistently demonstrates that if you are active and involved in campus life, you are more likely to stay in school, thrive academically, and complete your degree than students who stay on the sidelines.”

Project Management Fundamentals

Project Management Fundamentals could be helpful for your organization. “Organizations initiate projects to create new computer applications, erect bridges and buildings, improve processes, develop new products, and reorganize company operation. Unfortunately, most organizations do not manage projects well, creating an unprecedented demand for project management practitioners.”

Facts about Worcester State University

Worcester State University is a liberal arts and science studies. “Worcester State University is a liberal arts and sciences university with a long tradition of academic excellence. Our students receive a variety of multi-disciplinary opportunities enabling them to explore their academic interests and prepare for their careers.”

There are three strategies that students need to be successful at Worcester State University. “Our students: conduct innovative research and develop creative ideas with acclaimed faculty, engage in service learning and internships in the community, and pursue study away opportunities in the U.S. and abroad. We prepare our students to take on real-world challenges with portfolios that include critical thinking, teamwork, problem-solving, communication, technology, and global awareness skills. They are ready to succeed.”

Worcester State provides several programs. “Worcester State University offers 60 undergraduate majors and minors, 29 master’s degrees, post-baccalaureate certificates, and graduate programs, and real-time access to online, noncredit professional training.”

Worcester State reveals academic excellence. “Worcester State University is state-supported, and that puts an excellent undergraduate and graduate education, rooted in the liberal arts and sciences, within reach for so many. Our commitment to academic excellence and affordability earned us the following recognition: We are the only Massachusetts state university to receive the *Best in the Northeast* ranking for 14 consecutive years. We have been made The Princeton Review’s list of the nation’s *Best Value Colleges*.”

Conference and Event Services

Conference and Event Services play an important role in Worcester State University. “The Worcester State University Conference and Event Services Office is dedicated to making your next event a pleasurable and stress-free success. Our professional event-planning staff is available year-round to help you with your event ideas, design, and management so that you can focus on planning the best program possible for your participants and/or audience. We offer a dedicated event contact to help facilitate logistical needs throughout your event. Our staff can provide on-site assistance—ranging from audio-visual and event set-up to customer service—the day of your event.”

Mission

The mission statement of Worcester State University is to help students to reach their academic goals. “Worcester State University champions academic excellence in a diverse, student-centered environment that fosters scholarship, creativity, and global awareness. A Worcester State

education equips students with knowledge and skills necessary for lives of professional accomplishment, engaged citizenship, and intellectual growth.”

Vision

There are five vision statements at Worcester State University. “Worcester State University will channel scholarly creativity in new, exciting, and potentially important directions. Worcester State University will be a dynamic, valued partner with and resource to Worcester, the region and the world. Worcester State University will be a model of best practices in promoting retention across the student body and in empowering students to attain both academic and career goals. All members of the Worcester State community will feel included and valued, and they will hold themselves and each other accountable for upholding shared values and achieving common objectives. Worcester State University’s plans and priorities will support the public agenda for higher education in Massachusetts as reflected in the Vision Project’s goals and seven key outcomes.”

Core Values

Worcester State provides the opportunity to encourage students to find their purpose to continue their education. “As a public institution, Worcester State University embraces the belief that widespread access to high-quality educational opportunities is the cornerstone of a democratic society.”

There are five ways to reveal the core values in the Worcester State community. “Members of the Worcester State community share the following core values: Academic Excellence: We are committed to providing opportunities to excel in a close-knit learning environment characterized by distinguished faculty, excellent teaching, and creative linkages between classroom learning and real-world experiences. Engaged Citizenship: We are committed to promoting community service,

social justice, the democratic process, environmental sustainability, and global awareness to prepare students to be active and informed citizens. Open Exchange of Ideas: We are committed to inviting and considering the most expansive range of perspectives in teaching and learning, in scholarly and creative work, and in the governance of a complex, diverse institution. Diversity and Inclusiveness: We are committed to being an inclusive community in which our diversity enhances learning for all and in which people from all cultures and backgrounds have the opportunity to participate fully and succeed. Civility and Integrity: We are committed to respecting the dignity of all members of our community and to demonstrating this commitment in our interactions, decisions, and structures.”

History Background

Worcester State University was established in 1874. “Worcester State University was founded as the Worcester Normal School in 1874 as the fifth state-funded normal school in Massachusetts. We were among the dozens of teacher-training schools established during the 19th century. Our first campus was on St. Ann’s Hill in Worcester.”

It used to know as *Worcester State Teachers College* in 1932. “In 1932, we became Worcester State Teachers College and moved to our present location, 486 Chandler Street, on the site of Willow Farm, which was owned by Worcester inventor and philanthropist George I. Rockwood. Our sole building, the Helen J. Shaughnessy Administration Building, housed all the classrooms, labs, faculty and administration offices, gymnasium, library and assembly hall.”

It transformed into a Liberal Arts and Sciences College. “By 1963, we had evolved into a liberal arts and sciences college, The Massachusetts Board of Education acknowledged this in 1963 when it voted to drop the word ‘teachers’ and change our name to Worcester State College.”

It exposed two undergraduate programs (Business Administration, and Nursing) and the graduate programs in 1974. “In 1974, our curriculum was expanded to include a B.S. in Business Administration and a B.S. in Nursing, the first Bachelor of Science program for registered nurses in New England and the first in the United States to be accredited by the National League of Nurses. We also established The Graduate School.”

It revealed new programs and interventions. “During the 1980s, we expanded our programs to include the area’s first Master of Science in Speech-Language Pathology and the first bachelor’s degree in Occupational Therapy in the state college system. In 1990, Dowden Hall opened.”

Student Center was established in 1978. “In 1978, during the presidency of Dr. Joseph J. Orze (1975-1982), the Student Center opened. This is the hub of commuter and resident student activities. It also houses several dining areas, the bookstore, meeting rooms, an auditorium, a banquet room and many student services offices.”

Dr. Kalyan K. Ghosh developed Ghosh Science and Technology Center in 2000. “During the presidency of Dr. Kalyan K. Ghosh (1992-2002), we invested in our technology to facilitate computer-based learning and create a campus-wide network. Campus expansion continued with the construction of a 110,000 square-foot science building, which opened in 2000 as the Ghosh Science and Technology Center. It added instructional laboratory facilities for 12 academic programs and a 196-seat multimedia lecture hall to campus.”

Ghosh created the Worcester State Foundation in 1994. “Dr. Ghosh also launched the Worcester State Foundation as a 501(c)3 non-profit organization in 1994 to attract philanthropic support for our academic initiatives, student scholarships, and capital improvement projects.”

Dr. Janelle C. Ashley designed and change the campus in Worcester State. “Under the leadership of Dr. Janelle C. Ashley (2002-2011), our first female president, the campus undertook

major renovation and building projects: construction of Wasylean Hall, a 348-bed residence hall that opened its doors in 2004, renovation of the Library in 2010 and expansion of Dowden Hall in 2010.”

Worcester State College changed to Worcester State University in 2010. “We became Worcester State University in 2010 when the Massachusetts Legislature voted to grant university status to all Massachusetts state colleges. This recognized the fact that we and our sister institutions qualified as universities according to the classification of institutions of higher education established by the Carnegie Foundation for the Advancement of Teaching.”

President Barry M. Maloney decided to make plans for students in 2011. “In 2011, Barry M. Maloney became our 11th president. With a strong background of leadership in student affairs, alumni and community relations, advancement, and budgeting at Westfield State University—where he served twice as interim president—he is guiding the planning and construction of a new residence hall, Sheehan Hall, and wellness center. Maloney puts students at the forefront of our initiatives, which currently include increasing study away, service learning, internship, and leadership opportunities for students.”

What did you learn about the Communication Tactics?

What I learned about Communication Tactics is how useful is for people to start a brand to launch their careers in the position of the mass media and communication industry. I research the information of Worcester State University through its website including the history backgrounds, internal and external publics, marketing plans, campus life, and their mission statement.

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