UTSA College for Health, Community and Policy

Communications and Marketing Plan

AY 2025-2026

Contents

Introduction

The purpose of this marketing and communications plan is to define the college's key messages and audiences and outline the goals and tactics for the communications and marketing team in the coming academic year. Our objectives are to increase the overall visibility of the College for Health, Community and Policy (HCAP), enhance its reputation among both internal and external audiences and grow the prospect funnel to drive enrollment in key programs.

The plan outlines the menu of services that the team employs and tactics to be undertaken.

Mission

The mission of the College for Health, Community and Policy is to develop solutions to affect change for complex social issues to improve the well-being of communities and the world.

We aim to accomplish this mission through exceptional education, creation and dissemination of knowledge, and partnership with communities and institutions from local to global.

Vision

Embracing the Hispanic-thriving and urban-serving missions of UT San Antonio, HCAP will be a leader in transdisciplinary, community-engaged, collaborative research, teaching, and policy development that improves the lives and wellbeing of populations.

Key Messaging Statement

UT San Antonio College for Health, Community and Policy (HCAP) trains students to develop solutions for complex social issues to improve the well-being of our communities. By engaging directly with the City of San Antonio, students and faculty live the college's mission to advance human health every day. The college is comprised of seven academic departments and one program, all of which work hand in hand and make up the heart of UTSA. The college offers degrees in criminology and criminal justice, kinesiology, nutrition and dietetics, psychology, public administration, public health, social work and sociology and demography. Our research centers, Center for Applied Community and Policy Research, the Center for Community Based and Applied Health Research, the Institute for Demographic and Socioeconomic Research and the Institute for Health Disparities Research, work directly with city entities and citizens to solve problems in and around San Antonio. HCAP includes nearly 200 faculty and 7,000 students pursuing undergraduate and graduate degrees.

Objectives

To serve the college and help meet its goals, the communications team has identified several high-level objectives for the 2025-2026 academic year.

- **Enhance enrollment efforts for HCAP's academic programs**
- **Increase HCAP's digital presence and storytelling**
- **Increase engagement with HCAP alumni and community stakeholders**

(See Appendix A for the specific tactics we'll undertake to meet these objectives)

Audiences

The college's varied audiences include both internal and external constituents. Our plan addresses the unique needs of these audiences to deliver targeted messaging.

External

- Alumni
- Community stakeholders
- Donors
- Employers
- Prospective students
- Ranking sources

Internal

- Current students
- Faculty & staff
- UTSA community

Marketing and Communication Channels

Branding

All communications and marketing projects in the college must follow approved branding guidelines, especially as we move into a new unified university with UT Health. Additionally, the college has also developed specific guidelines to ensure a cohesive and unified brand for all departments and offices. This includes use of the college and university wordmark, as well as the enforcement of UTSA colors and typography. To support this effort, our team reviews all branded items and coordinates the ordering of all college swag items, ensuring the college's visual identity is consistently maintained.

Communications

The communications team produces both news and feature stories throughout the year highlighting new programming and recognitions for the college as well as features highlighting students, alumni and faculty and their research.

Working with University Strategic Communications, we promote our efforts through both UT San Antonio Today and *Sombrilla*. We also coordinate with them to promote faculty as subject matter experts to the news media.

Email

A comprehensive email strategy has been developed to promote college objectives. Most messages are sent through the UT San Antonio email team, which allows us to track analytics to finetune our content and delivery methods.

Internal Audiences

- **Canvas**—messages are distributed as needed by both email and through the learning platform to inform students of upcoming events or deadlines
- **Graduate student information** —as needed, from the Graduate Manager of Strategic Initiatives, containing scholarship reminders, application deadlines and more
- **Monthly staff milestones** – a monthly email to staff celebrating milestones and achievements
- **Miscellaneous email messages**—sporadic messaging is sent throughout the year to targeted groups based on the message (scholarships, internships, academic programming, personnel changes, etc.)

External Audiences

- **Event emails** – as needed, at least two (2) emails per event are sent for promotion purposes.

Prospective students

- **Enrollment drip campaign (graduate, inquiries)**— Starting July 2024, all users who have inquired about a specific HCAP program are sent 2-3 personalized, specific emails from GARs with information about the program and a CTA to contact for questions.
- **Enrollment drip campaign (graduate, incomplete apps)** – The next step of the drip campaign will be to write personalized emails to potential graduate students who have started but not finished an application.

Publications

Our team produces a steady stream of designed publications for all college constituents. These range from higher-level college initiatives to flyers promoting specific events. Below are a few examples of the types of publications and proposed timelines for these items.

- Program flyers for each major
- Academic programmatic brochures and flyers
- Alumni magazine (Yearly, each summer)
- Departmental program needs
- Development projects (Scholarship profiles, partnership program flyers)
- Event programming needs
- Holiday card

The priority for the coming year is to produce and distribute key publications throughout the year to maintain brand awareness for HCAP as well as within our constituents.

Engage magazine

The yearly alumni magazine, *Engage*, continues to evolve as we learn more about our audience and its needs and wants. We will rotate a theme each year for the cover story (Health, Community, or Policy) and select alumni who are leaders in their fields to be featured. In addition to relevant features, consistent content for the magazine is as follows:

- Message from the Dean
- HCAP by the numbers
- HCAP traditions
- Class Notes
- Giving feature
- The HEART of HCAP

Social Media

Our team manages the HCAP social media channels. Each channel features a distinct voice and distinct posting strategies. For a more detailed report including KPIs, please visit the **HCAP Social Media Plan.**

- **UTSA HCAP channels**: These channels share college news, major events, student accomplishments and engaging photos to attract prospective students and showcase the college to the community and alumni.
  - Instagram
  - LinkedIn
  - YouTube
  - Facebook

Certain academic and college departments run channels at their discretion; HCAP communications serves as a guide when needed and will often collaborate with various areas on certain campaigns.

Special Events

The communications and marketing team supports several internal and external events annually for the Dean's

Office, faculty success and research, development and alumni programming. Events range from internal college socials, meetings, and recognition events to larger external events such as the Dean's Community Lecture Series.

Below is a tentative timeline for major events for 2025-2026.

First Friday of each month: HCAP Happy Hour

October 24: HCAP Faculty & Staff Awards
October 25: UT San Antonio Day
September 6: HCAP Town Hall
Spring: Teaching Kitchen opening

April: UTSA Giving Day
April: Public Health Week
May: Commencement

Website/Multimedia

The team is currently evaluating all website content to ensure we are compliant with ADA Title II Compliance laws. This involves making sure all PDFs are accessible, along with other website and social media content.

We will periodically review content and structure to ensure that information is current. News and events are updated weekly, and we work with college departments to meet their website needs.

The college will produce video content throughout the year to promote academic programming as well as key initiatives for the college. In addition to being featured on our website, the college has its own YouTube channel featuring video content available to the public.

Video efforts will continue to focus on enhancing recruitment, engaging external audiences and positioning the college as a local leader in the community through compelling student, alumni and faculty stories.

Video Timelines:

- NDT: 8/29
- SWK: 9/15
- What is HCAP? 9/30
- PSY: 10/10

- SODE: 10/22
- PUH: 10/31
- CCJ: 11/19
- KIN: 12/5

APPENDIX A – Implementation Tactics

Following is our operational plan for the coming year to include specific tactics and metrics to meet our goals.

Objective: Enhance enrollment efforts for HCAP's academic programs				
Strategy 1: Increase enrollment for undergrad and graduate programs				
Message(s): HCAP's disciplines train students to make a difference in their communities				
Tactic	**Audience**	**Goal/Purpose**	**Frequency/Timeline**	**Metric(s)**
Maintain email drip campaign for prospective students	Prospective students, grad and undergrad	Increase applicants to programs	This academic year	Applications
Contact students with in-progress applications	Prospective students, grad and undergrad	Increase applicants to programs	This academic year	Applications
Create customized videos for prospective students featuring students & faculty	Prospective students, grad and undergrad	Increase applicants and retention	This academic year	Video analytics
Strategy 2: Focus on three college-wide messaging points - including at least one in every campaign, story, video or post				
Message(s): Data analytics, internships/real word experience, and City of San Antonio connections				
Tactic	**Audience**	**Goal/Purpose**	**Frequency/Timeline**	**Metric(s)**
Feature data learning/research in all disciplines in video and feature stories	Prospective students and families	Increase applicants to programs	This academic year	New enrollments
Create internship spotlights across all disciplines	Prospective students and families	Increase applicants to programs	This academic year	New enrollments
Feature stories and video spots highlighting city/local orgs hiring HCAP grads and using our interns	Prospective students and families	Increase city partnerships	This academic year	Retention numbers

Objective: Increase HCAP's digital presence and storytelling

Strategy 1: Tell HCAP's story in a way that can reach multiple audiences
Message(s): HCAP will set me up for success

Tactic	Audience	Goal/Purpose	Frequency/Timeline	Metric(s)
Create stories with a video component focus	College constituents	Tell the stories of success from HCAP members	Monthly stories	Clicks and views
Create departmental video promos	Prospective students and families	Showcase our departments and majors	All videos complete by December	Video analytics
Increase coverage of alumni on social channels	Alumni	Increase sense of community for alumni	Monthly features	Post analytics

Strategy 2: Use a digital-first mindset, even with print pubs
Message(s): HCAP's success reflects the quality of education and research

Tactic	Audience	Goal/Purpose	Frequency/Timeline	Metric(s)
Promote digital version of alumni magazine	College constituents	Increase reach of alumni magazine	Annual	Page analytics
Refine classroom to career digital materials	Current students	Reach them where they are - mobile phone	Yearlong	Website analytics
Complete accessibility checks	College constituents	Be in compliance with laws; ensure wide access	Yearlong	Website analytics

Objective: Increase engagement with HCAP alumni and community stakeholders

Strategy 1: Promote engagement events to alumni and community
Message(s): HCAP is a place to connect with my peers

Tactic	Audience	Goal/Purpose	Frequency/Timeline	Metric(s)
Promote college events through social media	Alumni, community stakeholders	Increase attendance and awareness	As needed	Event attendance and engagement
Promote college events through newsletters and email blasts	Alumni, community stakeholders	Increase attendance and awareness	As needed	Event attendance and engagement

Strategy 2: Create more effective communications to alumni and stakeholders
Message(s): HCAP is home to vibrant and talented alumni who are making a difference

Tactic	Audience	Goal/Purpose	Frequency/Timeline	Metric(s)
Promote digital version of alumni magazine	College constituents	Increase reach of alumni magazine	Annual	Page analytics
Include alumni council in Giving Day and other college events	Alumni	Create connection, solicit donations	Annual	Dollars given