

# PR & Communication Strategy

The importance of internal advocacy for  
successful external communications

**Monday 6 June 2016**

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Become what you want to be

# What does PR & Communication strategy mean for universities?

Goal setting and analysing the current situation

Creating a strategy

Allocating resources and monitoring

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	Objectives
Creating a strategy	Strategy
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<b>McDonald &amp; Wilson (2011) marketing strategy processes</b>	<b>Smith (2014) SOSTAC Planning System</b>

# University corporate strategy

Vision

Mission

Values

# University corporate strategy

To be London's top modern university by 2020

Student success

Real world impact

Access to opportunity

Excellence

Professionalism

Integrity

Inclusivity

Creativity

# PR & Communication objectives

To develop the University's external profile in line with its vision

To support the delivery of student  
recruitment

Positively promote the impact of the  
University on society

To support the development of a sense of pride and commitment with key  
stakeholders

## **PR & Communication strategy**

- Develop a clear and consistent corporate narrative
- Increase awareness and advocacy of the University among a range of target audiences
- Build a positive media profile regionally, nationally and internationally
- Manage the University's reputation

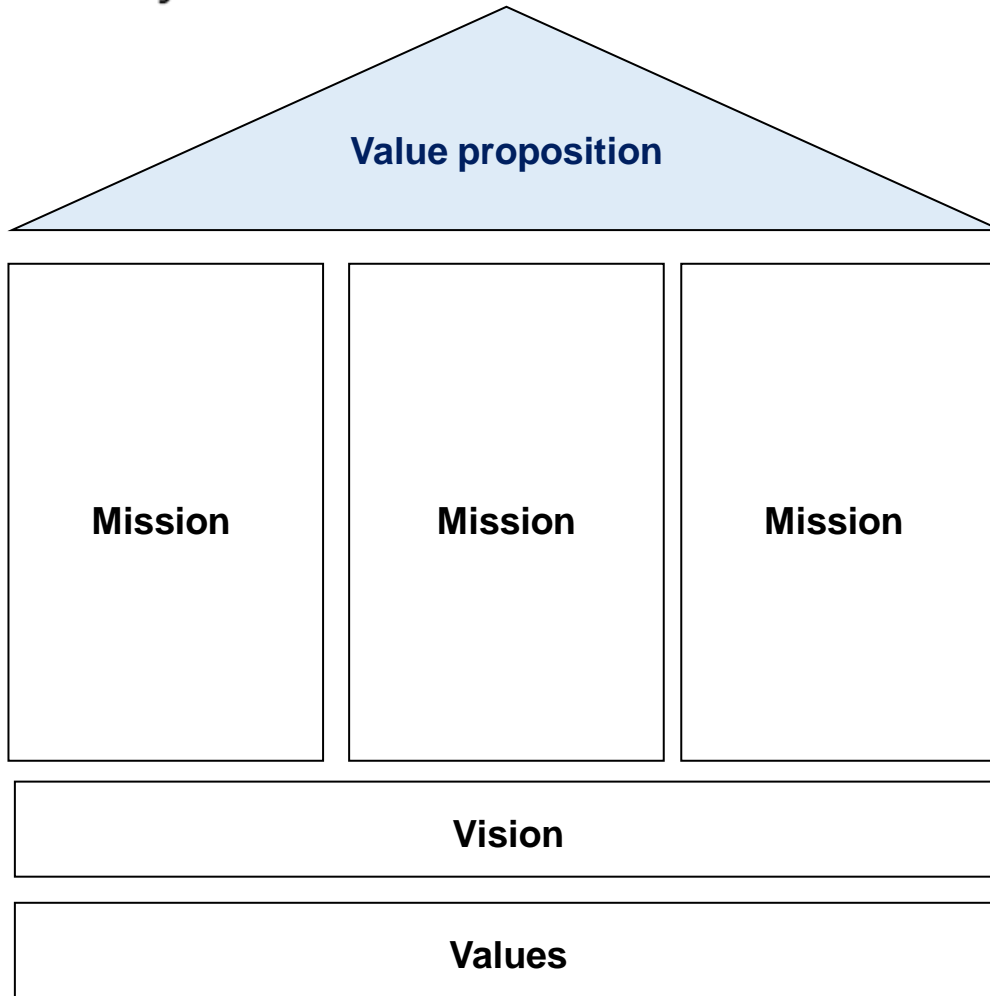


# Brand management

- Promise
  - We transform lives, businesses and communities
- Positioning
  - We are ambitious, authentic and relevant
- Strapline
  - Become what you want to be



**London  
South Bank  
University**





**London  
South Bank  
University**

EST 1892

**We transform lives,  
businesses and communities**

**Student success**

Ensuring we are externally recognised for providing a personalised, high calibre education which equips graduates for employment and prepares them to make a positive contribution to society.

**Real world impact**

Ensuring we provide dynamic evidence-based education which is underpinned by highly applied research and enterprise activity.

**Access to opportunity**

Building opportunity through partnership: ensuring we are actively widening participation, engaging with our communities and a partner of choice.

**To be the top London Modern University by 2020**

**Excellence – Professionalism – Integrity – Inclusivity – Creativity**

**We transform lives, businesses  
and communities**



Become what you want to be



**There will be obstacles,  
doubters and challenges.  
Overcome them all.**

**Become what you want to be**

**No.1 London Modern University for graduate starting salaries**  
Sunday Times League Table 2016

[lsbu.ac.uk](http://lsbu.ac.uk)



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## Dee Monteleone, National Bakery School



**Dee's bakery scooped top honours at the 2015 Farm Shop & Deli Show Awards and was recently named the Best Bakery in Balham and Tooting**

The bakery is the realisation of a childhood dream for Dee, who has been making cakes professionally for almost two decades. As a young girl growing up in Sydney, Australia, Dee spent many happy hours baking with her mother and got her first job in a bakery at the age of 14. From that moment, she knew one day she would run her own bakery. When she finished her studies, she came to London with big ideas: "I did a cake decorating course at a local community centre and I was recommended to apply for the [National Bakery School](#) to further my studies."

### **Creativity**

The creativity and compassion shown by her academics liberated Dee to realise her potential, developing critical bakery skills from food safety packaging to colour and design: "I now look twice before throwing any ingredients away to see if they can be used as a new texture, and working with shapes to produce amazing colour designs is also a skill I will always treasure. I learnt so many new skills throughout my time at LSBU that I use in my baking and decorating career." One of those skills includes the passing of knowledge she gained from the National Bakery School to up-and-coming bakers as she also teaches her own classes in the back of the Dee Light Bakery, including basic cupcake to fairy magic modelling lessons.

# Cooling the tube

## A challenging task

PB and the Technology Strategy Board jointly invested:

**£375k**

Local reductions in platform temperature:

**3°C**

Time LSBU, LU and PB have worked together:

**16 years**

The problem of increasing temperatures on the London Underground (LU) network has been challenging engineers for decades and in 1999, it was of particular interest to LSBU researchers John Missenden (now retired) and Graeme Maidment from the Centre of Air-conditioning and Refrigeration Research at LSBU.

That year, the pair began their research into low carbon methods for LU's Cooling the Tube programme, whose work explores the concept of using geothermal cooling methods. The programme has introduced the cooling methods at Victoria, Green Park and Oxford Circus stations. Cooling the Tube has also been the focus of two PhD studies, many undergraduate projects, and has received a series of awards: for example a 2012 Rail Business Award for Environmental Innovation and the Daily Telegraph Carbon Innovator of the Year Award in 2007.

Missenden and Maidment's preliminary research led to a detailed investigation of the geothermal cooling potential of the aquifer under London for London Underground. It was at a meeting about this work that LSBU and Parsons Brinckerhoff (PB) decided to collaborate. As Maidment explains "We were both working for London Underground on their Cooling the Tube programme, so it made sense to combine our expertise and share knowledge."

In 2006 international engineering consultancy and research partner Parsons Brinckerhoff and the Technology Strategy Board jointly invested £375k into research to evaluate candidate cooling models. In addition to

generating additional revenues of £500k for PB, a key outcome of this project was the design and the development of a pilot ground source cooling system which was installed at a Victorian Tube Station in 2007. It confirmed the promise of the initial research and demonstrated significant local reductions in platform temperature (3°C). Perhaps most importantly the pilot provided LU with reassurance and confidence that the technology was viable; as a result they went on to commission and install two further schemes.

The first at Green Park tube station has been recognised for its environmental impact through an Environment Innovation Award. In their notes the judges commented, "*clear need at a customer level requiring an innovative solution – clear objective, nicely explained trial and correction process of arriving at final workable design, with an excellent implementation process and an outcome delivering real benefits – a real marvel.*"

Aspects of the technology developed at the Green Park and Victoria schemes were incorporated into an installation at Oxford Circus now providing a more comfortable, lower cost and efficient travel system for passengers. LU is now investigating 15 sites for groundwater cooling on the Northern line. LSBU have also helped LU develop their state of the art cooling technologies for new trains, with significant development work provided by Dr Alex Paurine being implemented.

When asked about how he feels about the implementation of LSBU's solutions Graeme says: "Leading LSBU's work with London Underground on Cooling



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# Internal advocacy

Act as brand ambassadors

Understand their role in  
achieving the University vision


Understand how the University  
is presenting itself externally  
(and what will be expected in  
interactions with the University)

## Internal advocacy

Act as brand ambassadors	Increase awareness and advocacy of the University among a range of target audiences
Understand their role in achieving the University vision	Develop a clear and consistent corporate narrative
	Manage the University's reputation
Understand how the University is presenting itself externally (and what will be expected in interactions with the University)	Develop a clear and consistent corporate narrative
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# Internal advocacy

## University of California: Stop the new UC logo

 **Reaz Rahman** Irvine, CA

 **Confirmed victory**


This petition made change with 54,370 supporters!



UNIVERSITY  
OF  
CALIFORNIA




UNIVERSITY  
OF  
CALIFORNIA

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Add a personal message (optional)

 University of California: Stop the new UC logo

 **Post to Facebook**

## **PR & Communication strategy**

- Built from University vision, mission and values
- Driven by objectives
- Developed with input from internal stakeholders
- Communicated internally to gain initial buy-in
- Supported by brand management
- Externally communicated
- Monitored and measured



# Thank you

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