

# **Less resources – *more resourcefulness***

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May 2014



# Ireland – 10 years ago

## The economy

- Very high confidence (Celtic Tiger)
- Upward annual growth in GNP
- Full employment
- Net immigration
- Soaring property prices



## Higher Education Sector

- Participation level: 64%
- Of which half are at 7 universities
- Massive investment in research and infrastructure
- Student “contribution” €670
- Total fee income paid by students - €40m
- Exchequer payment per student - €8,596

# Ireland 2014

## The economy

- 2-party coalition government
- Financial & political crisis led to economic recession, austerity and the arrival of Troika (EU, IMF, ECB)
- Performing sectors: agribusiness, pharma, computing
- Soaring unemployment – small shoots emerging
- Austerity budgets – sadly still with



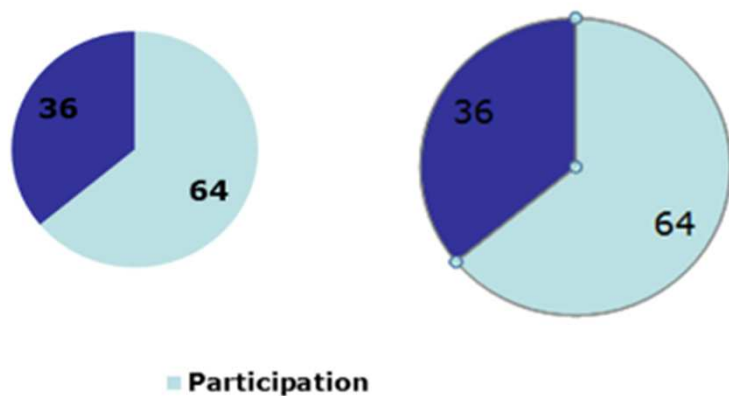
US

## Higher education sector

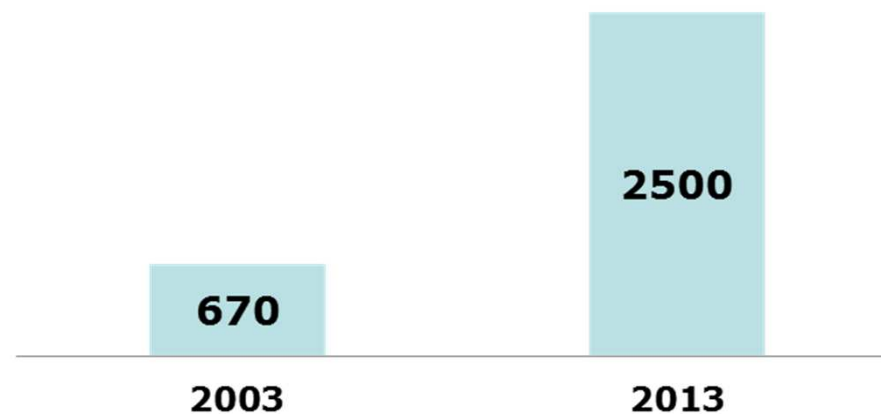
- Participation level remains constant at 64% but represents absolute increase of 22%
- Of which half are at the 7 universities
- Student “contribution” (fees): €2,500 (to rise to €3,000 by 2015)
- Total fee income paid by students: €110m
- Education budget down 1% but allocation to Higher Ed down by 8%
- Maintenance grants: rates are falling and thresholds rising

# The Changes

**Participation Level**  
Potential Student Population 2003: 133k  
Potential Student Population 2013: 163k

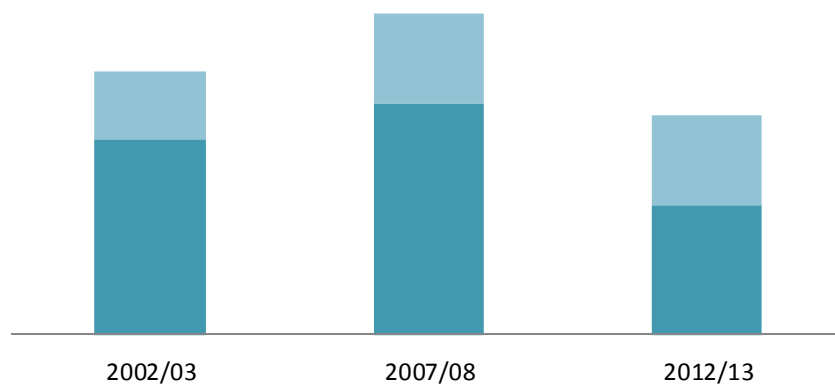


**Student Contribution €**



**Total Exchequer Funding**

■ Recurrant exchequer grants ■ Exchequer grants in lieu of fees



# Communications strategy

## **Mission: Build UCD Reputation**

### Objectives:

- Market to students
- Promote expertise
- Build community

### Achieved through:

- UCD brand
- The courses
- The research output
- The students
- The academics



# The channels: what and where?

- The brand
  - Visual identity: physical and virtual
  - Events: through media and social media
  - Public outreach: physical and virtual
- UCD Horizons: the degree programmes: through marketing and advertising
- Profiling research output: media, social media, official web and in public
- Profiling achievements of students: through social media and media
- The academic expertise: through public commentary in media
- Public Affairs: 1-to-1



# Communication channels



1 - UCD brand



2 - Marketing and advertising



3 - Proactive and reactive media



4 - UCD web and social networks



5 - Public Affairs



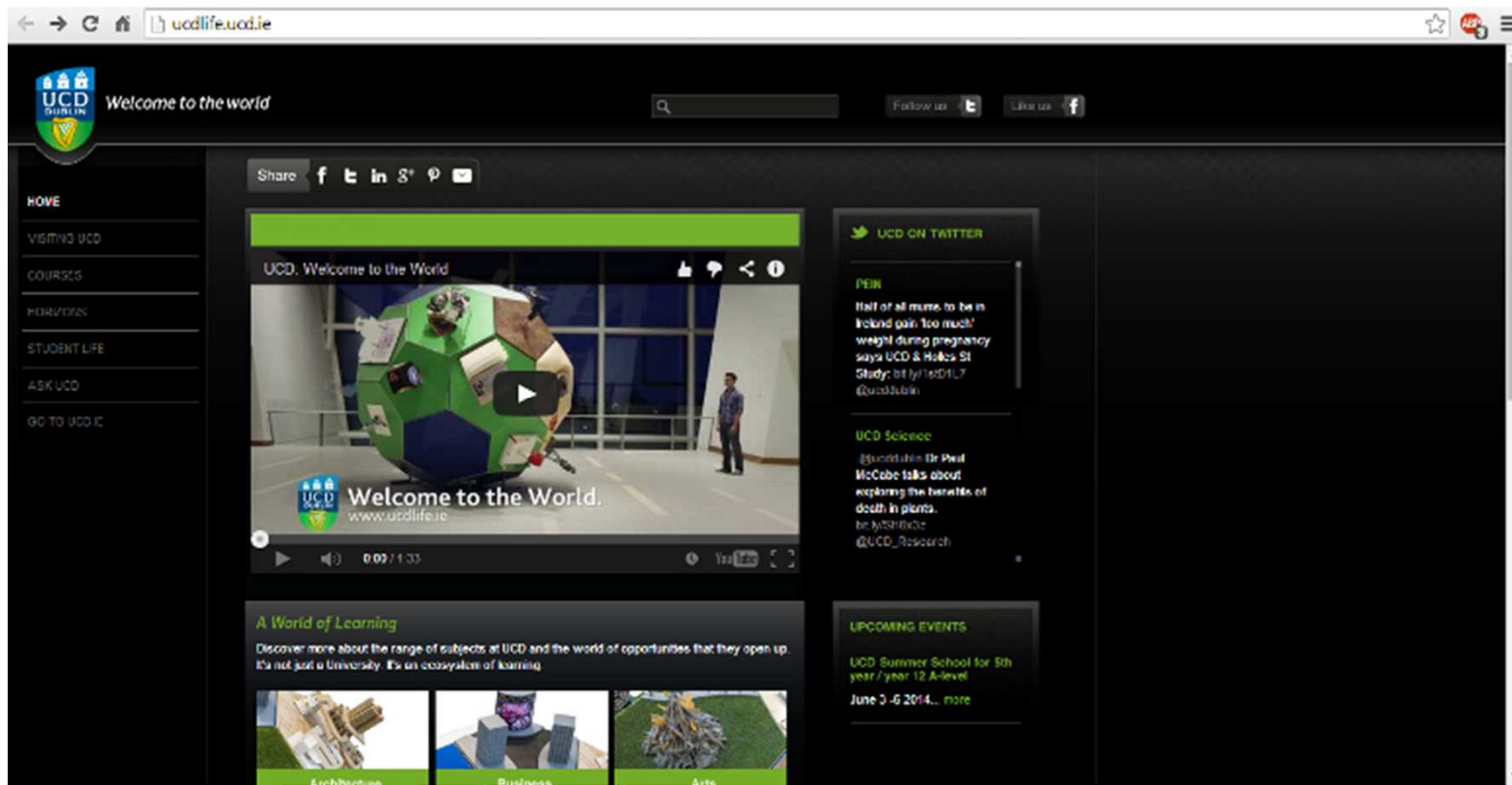
6 - Events



7 - Publications

# Blended marketing: paid and owned

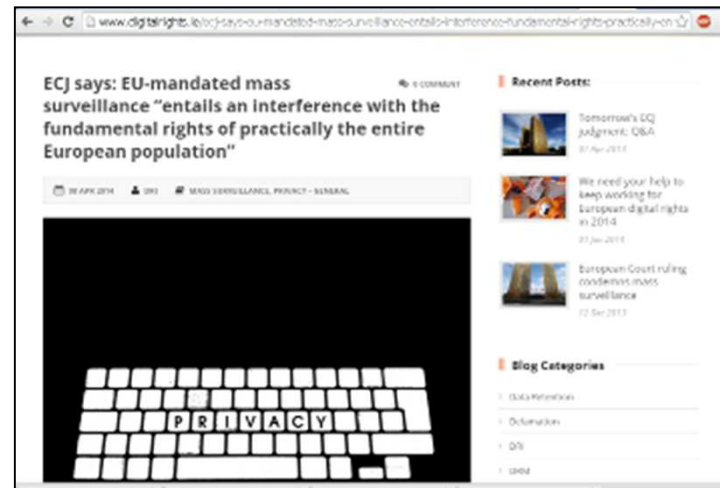
[http://ucdlife.ucd.ie/  
welcome-to-the-world](http://ucdlife.ucd.ie/welcome-to-the-world)





# Blended marketing: paid, owned and earned

- [European Court of Justice case on digital rights](#)
- [Grad campaign TJ McIntyre](#)
- UCD today
- [TJ McIntyre article in Irish Independent](#)



# UCD web and social media



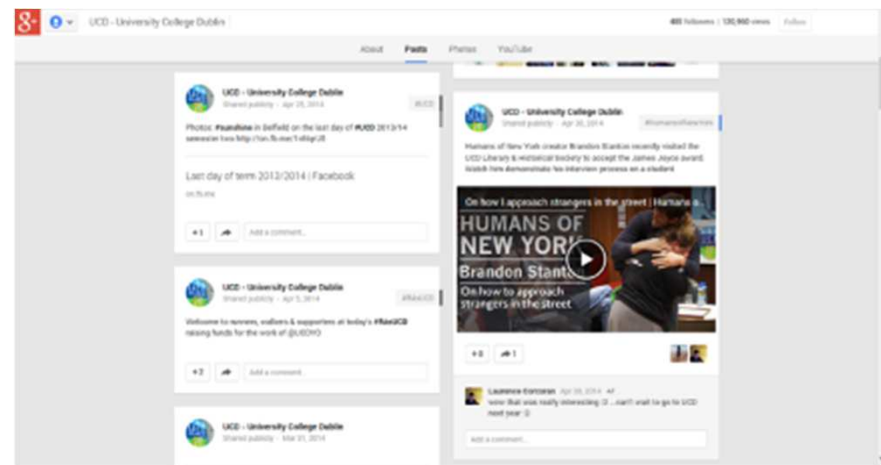
<https://www.facebook.com/universitycollegedublin>



<http://instagram.com/ucddublin>



<https://twitter.com/ucddublin>



<https://plus.google.com/+universitycollegedublin/posts>



Facebook: in good company...  
Brandon Stanton, 4.7 million fans



# Using social media for different audiences

[youtube UCD](#)

The screenshot displays the YouTube channel page for UCD - University College Dublin. The interface includes a top navigation bar with 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About' tabs. The left sidebar features a 'What to Watch' section, a 'BEST OF YOUTUBE' section with links to Popular on YouTube, Music, Sports, and Gaming, and a 'Browse channels' section. The main content area shows a grid of 15 video thumbnails, each with a title, view count, and upload date.

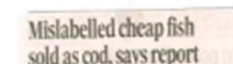
Video Title	Views	Upload Date
Christopher Lee discusses Lord of the Rings...	51,030	2 years ago
Christopher Lee discusses Dracula & Hammer...	48,658	2 years ago
Patrick J. Adams (Suits) discusses working with...	44,978	7 months ago
Patrick J. Adams' (Suits) acceptance speech: UCD...	44,150	7 months ago
UCD Campus Tour 2009	38,134	4 years ago
UCD Medicine	30,493	4 years ago
'All Night Long' - Lionel Richie performed by UCD...	29,460	2 years ago
Christopher Lee on his favourite roles - Lord...	28,930	2 years ago
Urban Sprawl and Urban Planning	28,083	5 years ago
Noam Chomsky: 'Language Use and Design: conflicts...	27,059	1 year ago
This is UCD	26,837	2 years ago
Patrick J. Adams (Suits) gives advice to college...	24,178	7 months ago
Whatever happened to Ireland?   Prof Morgan...	23,023	2 months ago
Christopher Lee discusses working with Spielberg,...	22,741	2 years ago
Veterinary Medicine at UCD	22,145	4 years ago



# UCD in the news: nationally and internationally

- Focus on increasing international coverage
- Online news increasingly important

The screenshot shows the front page of The Economist website. The main headline is 'Surprise: Germany doesn't seem to be black Adam's'. Below it, there's a sub-headline 'In some respects, both sides'. The article is dated 14th May 2011. The website has a blue header with the 'THE ECONOMIST' logo and navigation links. At the bottom, there's a section titled 'Read the latest Technology Quarterly for FREE'.



A picture paints a  
1,000 words...



## 41 years on, UCD move completed with glass reunion

Kevin  
Keane

AFTER 41 years, the University of Dublin has finally moved from its old home in the heart of the city to a new home in the heart of the city. The move was completed with a glass reunion, marking the end of a long journey.



The University of Dublin has a long history of excellence in education and research. The move to the new home is a testament to the university's commitment to progress and innovation. The glass reunion is a symbol of the university's enduring legacy.

The move was a significant milestone for the university, marking the end of a long journey. The glass reunion is a symbol of the university's enduring legacy. The move was a significant milestone for the university, marking the end of a long journey.




The stained glass window, which features various scenes from Irish history, including the story of the glass reunion, is a testament to the university's enduring legacy.

# Online press and media

[speed gene story](#)

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University College Dublin  
An Coláiste Ollscoile, Baile Átha Cliath

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- Freedom of Information
- Acceptable Use Policy



**UCD News**  
**Nuacht UCD**

Posted 25 January 2012

Scientists trace origin of 'speed gene' in modern racehorses to British mare of 300 years ago

- All modern variants traced back to the legendary *Nearctic*
- Wide increase in variants of original 'speed gene' traced to *Northern Dancer*

Scientists have traced the origin of the 'speed gene' in Thoroughbred racehorses back to a single British mare that lived in the United Kingdom around 300 years ago, according to findings published in the scientific journal *Nature Communications*.



**In the Media...**

- RTÉ TV News
- Irish Times
- Irish Independent
- MSNBC
- Irish Examiner (1)
- Irish Examiner (2)
- Evening Herald
- Belfast Telegraph
- The Journal

UCD news site and Twitter feed are resources for journalists

Links to national, international, specialist media and high-profile blogs show how story evolved, and improve search engine performance

Links to UCD Schools drive traffic and improve search engine performance

Stories can be easily shared on specialist blogs and social networks