

Proposed Editorial Budget for 2016-17 and PR Plan

For each month, we'll focus some of our content on social media and Wichita.edu.

Content producers across campus will be encouraged to provide ideas, information and/or share what the Office of Strategic Communications will provide or post related to enrollment, economic development research, experiential learning, diversity and service.

July-August 2016

Innovation Campus

Back-to-School/Student Life

September 2016

Student Life (Greek, Student Organizations, sense of community, athletics)

October 2016

Innovation

November 2016

Military/Veterans

December 2016/January 2017

Research and Labs

February 2017

Strategic Enrollment/Educated Workforce

March/April 2017

Continuing Education/Adult Learners

May 2017

Graduation Profiles

Experiential Learning

June-July 2017

Technology

Innovation

Other topics

Diversity and Inclusion (International students)

Auxiliary Services (Dental, Student Health, Hearing Clinic, Financial Aid, Faculty expertise, etc.)

