

Content Strategy



*Bringing purpose-driven science to
life through content*

Cornell **CALS** College of Agriculture
and Life Sciences

INTRODUCTION

These resources were designed with a simple belief in mind: **compelling content is a powerful way to activate the CALS brand.**

The stories we tell — whether on our website, in newsletters, through an admissions brochure, via The New York Times or Instagram — enhance our mission, our work and our experiences. Every story is an opportunity to bring CALS — our people, places, questions and discoveries — to life.

The following is an overview of our storytelling strategy.

GOALS

The broad term “content” refers to the materials — articles, research, photography, video, social media posts — that we put into the world.

Through our efforts, we would like to:

1. Increase brand awareness
2. Increase press mentions
3. Increase referral traffic
4. Increase traffic from organic sources
5. Grow relevance of search results in our areas of expertise
6. Increase new traffic to CALS web system
7. Increase returning traffic to web system
8. Increase social media engagement
9. Increase email list growth

To connect CALS to the world, we aim to:

- **Intrigue and inspire new audiences** — attract prospective students, faculty, potential funders, external stakeholders and media.
- **Build an extended CALS community** — connect our internal community (faculty, staff, students, extension associates) with our external community (alumni, NYS and industry partners).

To establish CALS as a leader, we aim to:

- Establish ourselves as the purveyors of purpose-driven science.
- Reinforce our research, education and outreach efforts in our three areas of inquiry:
 - *Understanding natural and human systems*
 - *Stewarding sustainable food and environmental resources*
 - *Fostering social, physical and economic well-being*
- Spark broad conversations about critical issues.

CHANNELS

The Cornell CALS editorial team manages official college channels and works with many college and university partners to produce and amplify content to our audiences.

CALS-Owned

- **Website(s):** Our primary vehicle for showcasing content.
- **Newsletters:** Promotion vehicles include Snapshot (external), Faculty/Staff (internal), Land-Grant (industry stakeholders), AgriTech internal and external, and Cornell CALS Digest (alumni, parents and friends).
- **Social Media:** Promotion vehicles include Instagram, Facebook, Twitter, YouTube.
- **Events:** Promotion vehicles include marquee signature college events, dean socials, New York state partnership events and college communicator learning sessions.

CALS-Earned

- **Cornell partners:** Offer opportunities for amplification of content beyond CALS
 - Cornell University Relations - Media Relations, Cornell Chronicle / Ezra, university social media
 - Cornell Alumni Magazine
 - Extension networks – Cornell Cooperative Extension, Cornell Small Farms
 - Cornell centers and institutes
- **External NYS and science community partners** (including trade publications)

Audience Matrix

<p>Prospectives</p>	<ul style="list-style-type: none"> • Prospective Students • Parents & Families • Current Students looking for new opportunities within CALS 	<p>CALS students are accomplished, inquisitive and passionate about the changes they want to make in the world. They desire connection with each other and their community. They are eager to share their experiences and believe their efforts will have an impact. Top prospective students attracted to CALS share those qualities, and they and their families seek experiences that place them in the context of the CALS community.</p>
<p>CALS and Cornell Community</p>	<ul style="list-style-type: none"> • Current Students • Faculty & Staff • Broader Cornell Community 	<p>Staff, faculty and current students are aware that they belong to an exciting institution. We deepen that connection with updates on the life of the college and highlight the accomplishments of those hard at work on our shared mission.</p>
<p>Alumni</p>	<ul style="list-style-type: none"> • Active and inactive alumni • Other Academic and research supporters • Cornell Community 	<p>A CALS education prepares our alumni to thrive in a competitive environment. Even after leaving campus to make their mark across the globe, our graduates remain devoted to CALS. We strengthen that bond by providing engaging content about the college, including updates about scientific advances and showcasing visual content that reminds them of campus.</p>
<p>Decision-Makers in Albany and Washington, D.C.</p>	<ul style="list-style-type: none"> • Industry • Prospective Faculty/Staff • Policymakers • Researchers • Partners • Media 	<p>We rely on government funding to support our research as we pursue purpose-driven science. It is imperative that we demonstrate the impacts those public funds generate.</p>

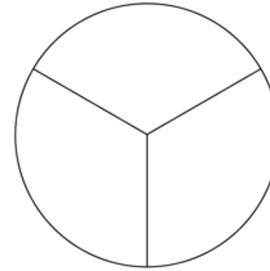
FIT

Finding a Balance

Every story that comes from CALS is filtered through a balanced framework.

We aim to equally cover the areas of science explored at the college:

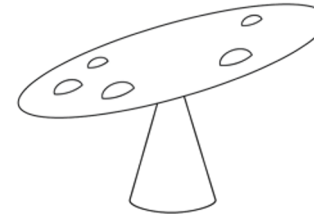
Agricultural Science
Environmental Science
Social Science
Life Science



It probably won't be a perfect distribution...

We strive to provide a variety of stories highlighting our:

Research
Education
Outreach



...and it may feel more like balancing things out as you go.

We account for a balance of fresh content to feed our **10 Discover CALS topic pages** on the CALS website, and other news feeds.

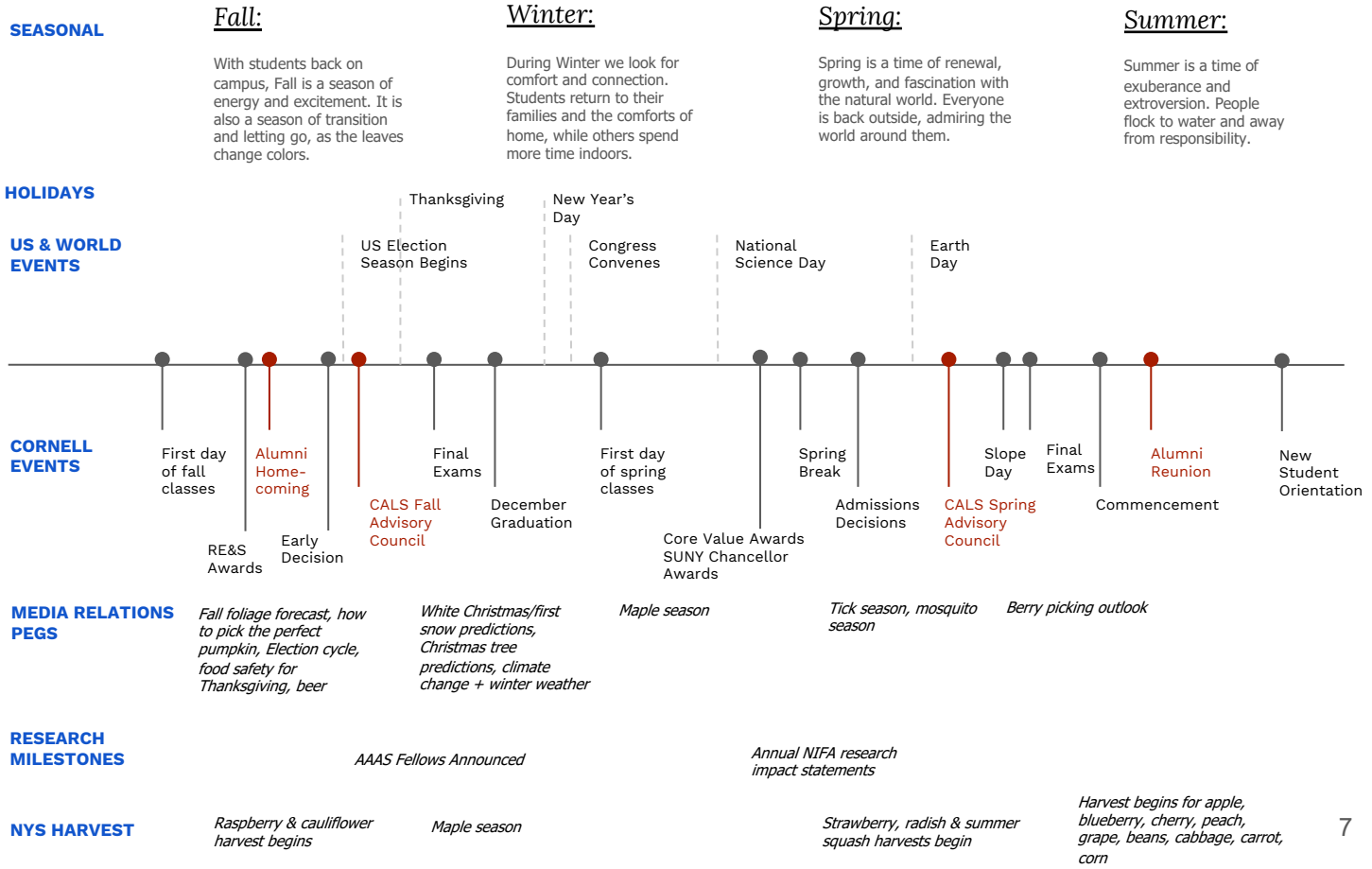
We are mindful to seek out stories about both **applied** and **fundamental** scientific work happening at CALS.

FIT

Be Relevant & Timely

As we're selecting and writing our stories about CALS research, education and outreach, we consider how we might make them relevant to what's happening right now in the world and for our community.

Many of the cycles we consider when developing content are show here.



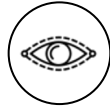
CADENCE

Vary the frequency of content to maximize its impact. Light-touch first-person content should be produced more often than highly-produced thought pieces.

Research news will be produced at the necessary cadence in close collaboration with the Cornell Chronicle.

Spotlights and Field Notes provide opportunity for different perspectives, intriguing short-form content for prospective audiences and members of the general public.

Futrecasts offer long-form thought leadership, connecting many areas of our college working together to solve the complex challenges of our time.



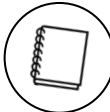
FUTURECAST

1-2x per year



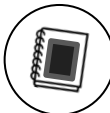
SPOTLIGHT

~ 1x per month



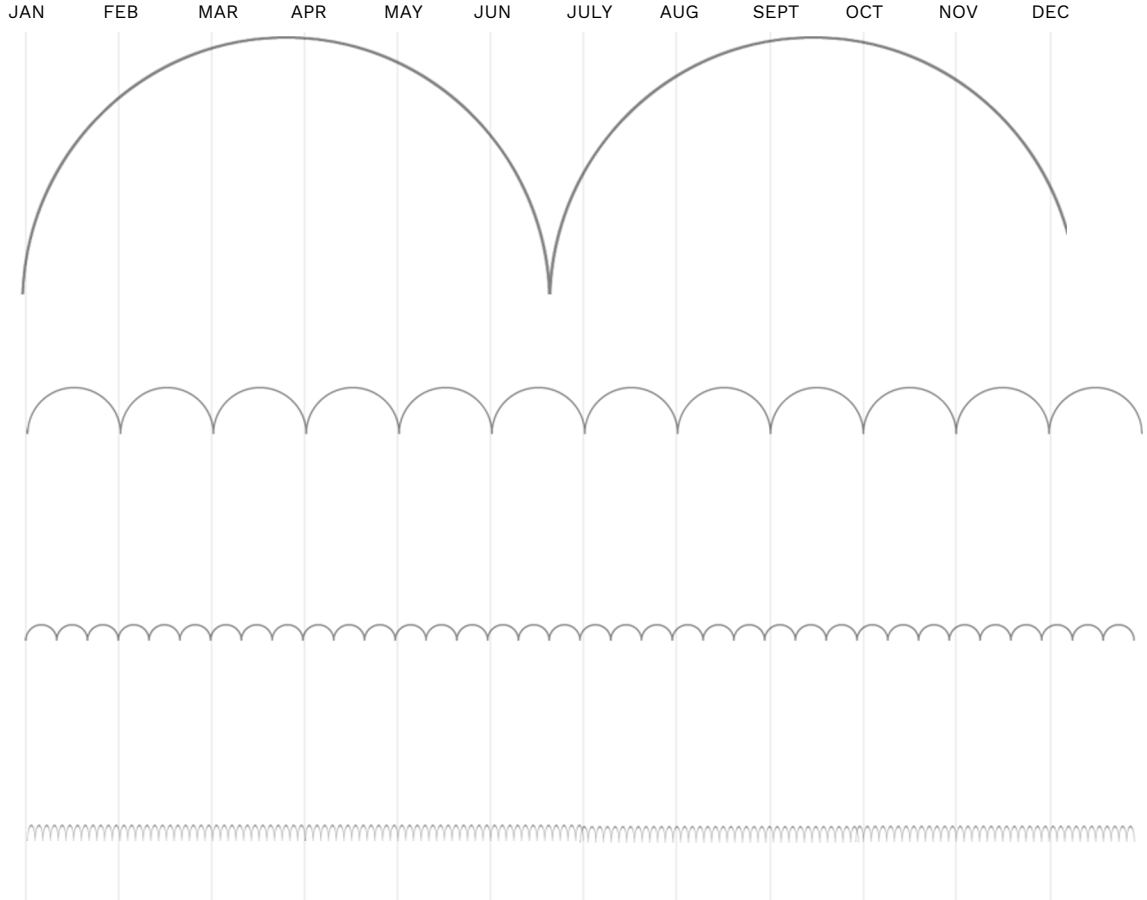
FIELD NOTE

2-3x per month



NEWS

15-25 x per month



Fresh Content Matrix

CONTENT TYPE	TONE & VOICE	AUDIENCE	MESSAGING	DISTRIBUTION	CADENCE
Futurecast	Highly Produced, Provocative, Inspired, Critical, Insightful, Balanced, Narrative, Professional	Prospects, Global Academic Community, Decisions Makers, External media	Thought leadership. Longer-form marquee editorial centered on a forward-looking topic or issue.	Homepage, Channels/Sub-channels, T1 pages, Newsletters, Facebook/Social Media campaign, Cornell Chronicle, Media Relations Office	1-2 annually (internally)
Spotlight	Curated, Insightful, Narrative, Inspired, Galvanizing	Prospects, Global Academic Community, Decisions Makers	Thought leadership; Shorter-form stories about research breakthroughs from CALS faculty, students and alumni.	Homepage, Channels/ Sub-channels, Newsletters, Facebook/Social Media	1 quarterly (internally, during quarters without new faculty promo)
News	Concise, Informative, Authoritative	Global Academic Community, Cornell Community, Decisions Makers, Alumni, External media	Simple, straightforward articles to convey important news about CALS, our campus, our faculty and students.	Channels/Sub-channels, News feeds, T1 pages, Newsletters, Facebook/Social Media when relevant, Cornell Chronicle, Media Relations Office	1-3 daily avg. 375/year avg. (includes Chronicle support)
Field Note	Approachable, Insightful, Collaborative, Inviting, Casual, Fun	Prospects, CALS community, Outreach and Extension Network	A quick story, experience or insight directly from faculty, students, and alumni about current work and research.	Channels/Sub-channels, T1 pages, Prospective Student pages, Instagram/Social Media	2-3 monthly 24-36 annually (internally)
Events	Inviting, Inspiring, Collaborative, Concise, Approachable, Informative	CALS community, Prospects, Outreach and Extension Network	Primarily to build excitement and be informative about the events themselves, but should be reflective of our mission, purpose and brand.	Channels/Sub-channels, Homepage, Instagram/Social Media, Newsletters	Annually: 1 field day 1 all-staff 4 Dean socials 2-5 NYS 6 communicator series

Fresh: Time & Effort

CONTENT TYPE	CADENCE	CONTENT PLANNING	WRITING & EDITING	WEB PUBLICATION	PROMOTION	TOTAL EST. EFFORT
Futurecast* *contingent on budget	1-2 per year	2-3 months/story	3-4 months/story ~45-85 hours total	5-12 hours/article	<ul style="list-style-type: none"> Newsletters: 1 hour/article Social Media: 5-7 hours total 	172 – 330 hours/year
Spotlight	2-4 per year + New faculty coverage spring/fall	2-6 hours/spotlight	10-30 hours/spotlight	1-3 hours/spotlight	<ul style="list-style-type: none"> Newsletters: 1-2 hours/week Social: 3-4/spotlight 	180 – 360 hours/year
News	2-5 per week 375 annually	2-6 hours/story 750-2,250 hours/year	8-12 hours/story 3,000-3,750 hours/year	1 hour/story 5-7 hours/week 375 hours/year	<ul style="list-style-type: none"> Newsletters: 1-2 hours/week (375-750 hours/year) Social: 3-5 hours/week (1125-1875 hours/year) 	5,250 – 9,000 hours/year
Field Note	2-3 per month	2-3 hours/story 4-9 hours/month 48-108 hours/year	2-10 hours/story 4-24 hours/month 48-288 hours/year	1-2 hours monthly 2-6 hours/month 24-72 hours/year	<ul style="list-style-type: none"> 1-2 hours monthly 2-6 hours/month 24-72 hours/year 	120-576 hours/year
Events	12-15 annually, various sizes	6-205 hours/event 205 - field day (1) = 205 150 - all-staff (1) = 150 6 Dean socials (6) = 36 6 – each NYS (2-5) = 21 avg. 6 – each comm series (6) = 36 Total 448 hours/year avg.	2-3 hours/event 24-45 hours/year	1 hour/event 12-15 hours/year	<ul style="list-style-type: none"> Newsletters: 1 hours/week Social: 1-5 hours/week (3 avg.) Email: 2-3hours/week (2.5 avg.) 78 hours/year avg. 	562-586 hours/year
Social Campaigns	5-10 per year	2-3 hours/campaign 10-30 hours/year	4-8 hours/campaign 20-80 hours/year	1-2 hours/week 5-20 hours/year	TBA (paid social)	35-130 hours/year

Q1 - Fall

August - October

Mapping our content plan through the first quarter, including 3-5 stories from Cornell AgriTech as news, spotlights and/or field notes.

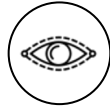
As content needs to be planned and produced prior to the end of the academic semesters, we're dividing our planning quarters into even 3-month cycles.

Strike a balance of:
Agricultural Science
Environmental Science
Social Science
Life Science

Research
Education
Outreach

10 CALS topics

Applied vs. fundamental science



FUTURECAST

1-2x per year

New dean feature + videos

(More of a standard feature)

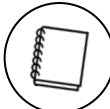


SPOTLIGHT

1 per quarter
(max)

Corrie Moreau, Entomology, CU Insect Collection

New faculty (**QTY 13**) **(including AgriTech)**



FIELD NOTES

2-3x per month

Student — summer internship, research exp. (2021)

Young alum – Environment & Sustainability

Young alum - Communication

Extension associate **(AgriTech)**

Faculty/Leadership – strategic priorities, research

Staff – Student Services rep, Botanic Gardens staff



NEWS

15-25 x per month

NYS impact / Outreach **(+ AgriTech)**

Radical collaboration **(+ AgriTech)**

COVID-19 **(+ AgriTech)**

Education (new department name, diversity, virtual learning)

Standard coverage, balance of topics

Events

What's being produced?

- * New student orientation
- * Comm series
- * Dean socials (not 2020)
- * Club fest (not 2020)
- * NYS event TBA
- * AgriTech hemp field day
- * Empire Farm Days

Experience pegs

What matters to

students/faculty/staff/alumni/NYS?

- * Back to school
- * Homecoming
- * Apples/Fall

Media Relations pegs

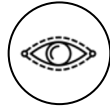
What's relevant?

- * Harvest
- * NYS Farm Bill?
- * Fall foliage
- * Beer / Wine / Cider / Apples

Social Media Campaigns

- * New Dean
- * Celebrate Dean Boor
- * Back to school / Public Health
- * New faculty

August



FUTURECAST

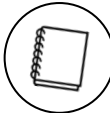
1-2x per year

New dean feature – research



SPOTLIGHT

Corrie Moreau, Entomology, CU Insect Collection
New faculty outreach (**QTY 13**) (+AgriTech)



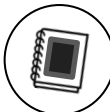
FIELD NOTES

2-3x per month

Entomology Graduate student (**AgriTech**)

Video development:

- Aimee Schulz, graduate student, plant breeding & genetics
- Drew Harvell, EEB faculty + grad student in lab



NEWS

15-25 x per month

NYS impact / Outreach (+ **AgriTech**)

Radical collaboration (+ **AgriTech**)

COVID-19 (+ **AgriTech**)

Education (Diversity & Inclusion coverage)

Standard coverage, balance of topics

Events

What's being produced?

- * New student orientation
- * Outgoing dean celebration
- * AgriTech hemp field day
- * Empire Farm Days

Experience pegs

What matters to

students/faculty/staff/alumni/NYS?

- * Back to school

Media Relations pegs

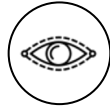
What's relevant?

- * Gardening tips/Canning tips
- * Apples

Social Media Campaigns

- * CU Public Health Campaign
- * New student orientation
- * Celebrate outgoing Dean

September



FUTURECAST

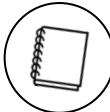
1-2x per year

New dean feature – writing/editing/publication



SPOTLIGHT

New faculty development (**QTY 13**) (includes AgriTech)



FIELD NOTES

2-3x per month

Young alum – Environment & Sustainability
Faculty -- Drew Harvell research in San Juan Islands (EEB)
Student – Aimee Shulz summer research (Plant Breeding and Genetics, PhD Candidate)
Gemma Osborne + staff highlights (**AgriTech**)



NEWS

15-25 x per month

NYS impact / Outreach (**+ AgriTech**)
Radical collaboration (**+ AgriTech**)
COVID-19 (**+ AgriTech**)
Education (Peer Mentoring + on-campus/virtual learning)
Standard coverage, balance of topics
Alumni (Jerrie Gavalchin Fund - An Sci)

Events

What's being produced?

- * Comm series
- * Dean socials TBA
- * Introduction tour for new dean

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * Back to school
- * Homecoming

Media Relations pegs

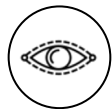
What's relevant?

- * Harvest
- * Apples
- * Fall foliage
- * Beer / Wine / Cider

Social Media Campaigns

- * Public Health Campaign
- * Welcome from college & dean
- * Cargill Global Scholars
- * Dairy Bar re-opening

October



FUTURECAST

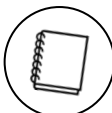
1-2x per year

Published Oct. 1



SPOTLIGHT

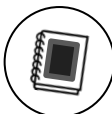
New faculty development (**QTY 13**) (+AgriTech)
Camila Martinez (PhD grad)/Bill Crepet (faculty),
plant biology



FIELD NOTES

2-3x per month

Students – CALS Global Fellows (outreach)
Kevin Maloney, research specialist (**AgriTech**)
Drew Harvell, EEB faculty + grad student in lab (video)
Jillian Goldfarb, BEE, covid teaching



NEWS

15-25 x per month

NYS impact / Outreach (+ **AgriTech**)
Radical collaboration (+ **AgriTech**)
COVID-19 (+ **AgriTech**)
Education (new department name, diversity, virtual
learning)
Standard coverage, balance of topics

Events

What's being produced?

- * Comm series
- * Dean socials
- * NYS event TBA

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * Fall break
- * Homecoming

Media Relations pegs

What's relevant?

- * Harvest
- * NYS Farm Bill?
- * Beer / Wine / Cider
- * Election season

Social Media Campaigns

- * New Dean
- * CALS Global Fellows
- * National Apple Month
- * New faculty

Q2 - Winter

November - January

Mapping our content plan through the first quarter, including 3-5 stories from Cornell AgriTech as news, spotlights and/or field notes.

As content needs to be planned and produced prior to the end of the academic semesters, we're dividing our planning quarters into even 3-month cycles.

Strike a balance of:
Agricultural Science
Environmental Science
Social Science
Life Science

Research
Education
Outreach

10 CALS topics

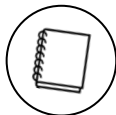
Applied vs. fundamental science



SPOTLIGHT

1 per quarter
(max)

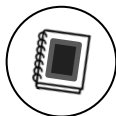
New faculty publication (QTY 13)
 Camila Martinez (PhD grad)/Bill Crepet
 (faculty), plant biology
 Jillian Goldfarb, EEB



FIELD NOTES

2-3x per month

Young alum – Animal Science
 Research/extension expert(**AgriTech**)
 Faculty – Applied science (Nutritional Sciences
 Nutritional Sciences or Natural Resources & Enviro)
 Student – Biology major, undergrad research focus
 Student – Global Fellows experience
 Student – MPS student (area tbd)
 Staff – OPPEL Student Services



NEWS

15-25 x per month

NYS impact / Outreach (**+ AgriTech**)
 Radical collaboration (**+ AgriTech**)
 COVID-19 (**+ AgriTech**)
 Education (Creative teaching, diversity, December graduation)
 CALS RE&S Awards roundup
 Standard coverage

Events

What's being produced?

- * Comm series
- * AgriTech advisory council
- * NYS Event TBA

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * December graduation/finals
- * Nov. AC meeting
- * Year in review

Media Relations pegs

What's relevant?

- * Presidential Election/Inauguration
- * UN climate change conference
- * Holiday food safety
- * Climate change on winter snow/year ahead

Social Media Campaigns

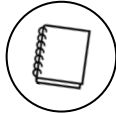
- * Early decision
- * World Soil Day
- * National Milk Day

November



SPOTLIGHT

New faculty publication
Camila Martinez (PhD grad)/Bill Crepet (faculty), plant biology



FIELD NOTES

2-3x per month

Young alum – Communication
Extension associate - (**AgriTech**)



NEWS

15-25 x per month

NYS impact / Outreach (**+ AgriTech**)
Radical collaboration (**+ AgriTech**)
COVID-19 (**+ AgriTech**)
Education (Creative teaching, diversity)
CALS RE&S Awards roundup
Standard coverage
New faculty promo in Chronicle

Events

What's being produced?

- * Comm series
- * NYS Event TBA
- * AgriTech advisory council

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * Nov. AC meeting

Media Relations pegs

What's relevant?

- * Presidential Election
- * UN climate change conference
- * Holiday food safety
- * Climate change on winter snow/year ahead

Social Media Campaigns

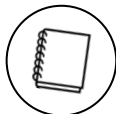
- * Early decision
- * Holiday food

December



Fundamental science faculty – EEB, Jillian Goldfarb

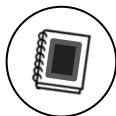
SPOTLIGHT



Food safety extension associate (holiday food related) (**AgriTech**)
Student – Biology major, undergrad research

FIELD NOTES

2-3x per month



NEWS

15-25 x per month

NYS impact / Outreach (**+ AgriTech**)
Radical collaboration (**+ AgriTech**)
COVID-19 (**+ AgriTech**)
Education (December graduation)
CALs RE&S Awards roundup
Standard coverage

Events

What's being produced?

- * Comm series
- * NYS Event TBA

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * December graduation/finals
- * Nov. AC meeting
- * Year in review

Media Relations pegs

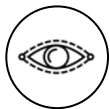
What's relevant?

- * Presidential Election
- * UN climate change conference
- * Holiday food safety
- * Climate change on winter snow/year ahead

Social Media Campaigns

- * World Soil Day

January

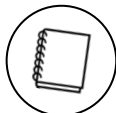


Via Chronicle - Cornell Maple Program (?)



Fundamental science faculty – EEB, Jillian Goldfarb
New faculty (QTY 4+) - outreach

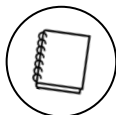
SPOTLIGHT



Faculty – Applied science (Nutritional Sciences or
Natural Resources and the Environment)
Student – MPS student (area tbd)

FIELD NOTES

2-3x per month



NEWS

15-25 x per month

NYS impact / Outreach (+ AgriTech)
Radical collaboration (+ AgriTech)
COVID-19 (+ AgriTech)
Education (December graduation?)
CALS RE&S Awards roundup
Standard coverage

Events

What's being produced?
* Comm series
* NYS Event TBA

Experience pegs

What matters to
students/faculty/staff/alumni/NYS?
* December graduation/finals
* Nov. AC meeting
*Year in review

Media Relations pegs

What's relevant?
* Presidential
Election/Inauguration
*UN climate change conference
* Holiday food safety
* Climate change on winter
snow/year ahead

Social Media Campaigns

* National Milk Day

Q3 - Spring

February - April

Mapping our content plan through the first quarter, including 3-5 stories from Cornell AgriTech as news, spotlights and/or field notes.

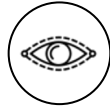
As content needs to be planned and produced prior to the end of the academic semesters, we're dividing our planning quarters into even 3-month cycles.

Strike a balance of:
Agricultural Science
Environmental Science
Social Science
Life Science

Research
Education
Outreach

10 CALS topics

Applied vs. fundamental science



FUTURECAST

1-2x per year

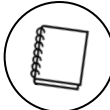
Via Chronicle - Cornell Maple Program (?)



SPOTLIGHT

1x per quarter

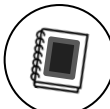
Fundamental science faculty – Statistics & Data Sci
 Applied science faculty – Communication
 New faculty (QTY 4+)



FIELD NOTES

2-3x per month

Young alum – Applied Economics & Management
 Young alum – Neurobiology & behavior
 Graduate student – plant pathology (**AgriTech**)
 Faculty – Fundamental science
 Student – Study abroad?



NEWS

15-25 x per month

NYS impact / Outreach (**+ AgriTech**)
 Radical collaboration (**+ AgriTech**)
 COVID-19 (**+ AgriTech**)
 Education
 CALS Dean's Awards round-up
 Standard coverage

Events

What's being produced?

- * CALS Day / April A.C. Meeting
- * BEVNY
- * Comm series
- * Dean socials
- * NYS event TBA

Experience pegs

What matters to

students/faculty/staff/alumni/NYS?

- * Commencement
- * Giving Day

Media Relations pegs

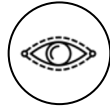
What's relevant?

- * 1 year into pandemic
- * Maple season
- * Growing season predictions
- * Ticks

Social Media Campaigns

- * Black History Month
- * Women's History Month
- * Admitted Students / Yield
- * National Ag Day
- * Earth Day
- * OPPEL Application Deadlines

February



FUTURECAST

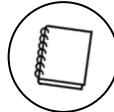
1-2x per year

————— Via Chronicle - Cornell Maple Program (?)



SPOTLIGHT

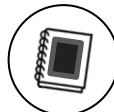
————— New faculty (QTY 4+) outreach



FIELD NOTES

2-3x per month

————— Young alum – Applied Economics & Management
Faculty – Fundamental science (MBG?)
Grad student - AgriTech



NEWS

15-25 x per month

————— NYS impact / Outreach (+ AgriTech)
Radical collaboration (+ AgriTech)
COVID-19 (+ AgriTech)
Education
CALs RE&S Awards roundup
Standard coverage

Events

What's being produced?

- * Comm series
- * Dean socials
- * CALS Day
- * NYS event TBA
- * BEVNY

Experience pegs

What matters to students/faculty/staff/alumni/NYS?
* Mid-terms / other?

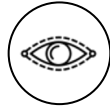
Media Relations pegs

What's relevant?
* Maple season
* Growing season predictions

Social Media Campaigns

- * Black History Month
- * New faculty
- * OPPEL Application Deadlines

March



FUTURECAST

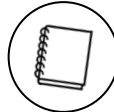
1-2x per year

Via Chronicle – Cornell Maple Program (?)



SPOTLIGHT

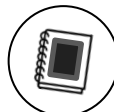
New faculty publication
Fundamental science faculty – Statistics & Data Sci or
Comp Bio (outreach)



FIELD NOTES

2-3x per month

CFVC staff – what's cooking in the pilot plant
Young alum – Neurobiology & Behavior



NEWS

15-25 x per month

NYS impact / Outreach (+ AgriTech)
Radical collaboration (+ AgriTech)
COVID-19 (+ AgriTech)
Education
CALS RE&S Awards roundup
Standard coverage

Events

What's being produced?

- * Comm series
- * Dean socials
- * CALS Day
- * NYS event TBA

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * Giving Day
- * Spring Break?

Media Relations pegs

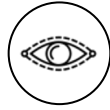
What's relevant?

- * 1 year into pandemic
- * Maple season
- * Growing season predictions
- * Ticks

Social Media Campaigns

- * Women's History Month
- * National Agriculture Day
- * OPPEL Application Deadlines

April



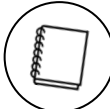
FUTURECAST

1-2x per year



Fundamental science faculty – Statistics & Data Sci
or Comp Bio

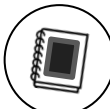
SPOTLIGHT



FIELD NOTES

2-3x per month

Student – Study abroad?
Postdoc/grad student – grape genetics (**AgriTech**)



NEWS

15-25 x per month

NYS impact / Outreach (**+ AgriTech**)
Radical collaboration (**+ AgriTech**)
COVID-19 (**+ AgriTech**)
Education
CALS RE&S Awards roundup
Standard coverage

Events

What's being produced?

- * CALS Day / April A.C. Meeting
- * NYS event TBA
- * Deans Awards Dinner?

Experience pegs

What matters to

- students/faculty/staff/alumni/NYS?
- * Spring Break
 - * Commencement

Media Relations pegs

What's relevant?

- * Spring predictions
- * Ticks

Social Media Campaigns

- * Admitted Students / Yield
- * Earth Day
- * National Beer Day

Q4 - Summer

May - July

Mapping our content plan through the first quarter, including 3-5 stories from Cornell AgriTech as news, spotlights and/or field notes.

As content needs to be planned and produced prior to the end of the academic semesters, we're dividing our planning quarters into even 3-month cycles.

Strike a balance of:
Agricultural Science
Environmental Science
Social Science
Life Science

Research
Education
Outreach

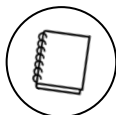
10 CALS topics

Applied vs. fundamental science



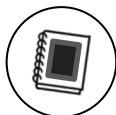
SPOTLIGHT
1 per quarter

Applied science faculty – Plant Science (**AgriTech**) or Entomology or Food Science
Commencement Student Spotlights



FIELD NOTES
2-3x per month

Young alum – Viticulture & Enology
 Young alum – BEE
 Student – Botanic Gardens or field intern
 Student – Lab research intern
 Staff – Administrative manager (large dept)



NEWS
15-25 x per month

NYS impact (**+ AgriTech**)
 Radical collaboration (**+ AgriTech**)
 COVID-19 (**+ AgriTech**)
 Education
 Standard coverage

Events

What's being produced?
 * Summer Scoop
 * Comm series
 * ClubFest
 * NYS event TBA
 * Field Days

Experience pegs

What matters to students/faculty/staff/alumni/NYS?
 * Study abroad / Internships
 * Alumni Reunion
 * Summer field research / field days

Media Relations pegs

What's relevant?
 * Rainfall predictions
 * Berries
 * Climate change
 * Bugs

Social Media Campaigns

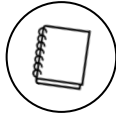
* Graduation/Commencement
 * Dairy Month
 * National Fruit & Veggies Month
 * National Wine Day
 * National Ice Cream day

May



Commencement Student Spotlights

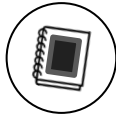
SPOTLIGHT



Young alum – Viticulture & Enology Staff
Staff – Administrative manager (large dept)

FIELD NOTES

2-3x per month



NYS impact (+ AgriTech)
Radical collaboration (+ AgriTech)
COVID-19 (+ AgriTech)
Education
Standard coverage

NEWS

15-25 x per month

Events

What's being produced?

- * Comm series
- * NYS event TBA

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * Alumni Reunion

Media Relations pegs

What's relevant?

- * Rainfall predictions
- * Berries
- * Climate change
- * Bugs

Social Media Campaigns

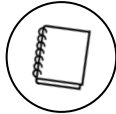
- * Graduation/Commencement
- * National Wine Day

June



Applied science faculty outreach – **(AgriTech)**

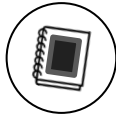
SPOTLIGHT



Student – Lab research intern
Research/extension expert **(AgriTech)**

FIELD NOTES

2-3x per month



NEWS

15-25 x per month

NYS impact **(+ AgriTech)**
Radical collaboration **(+ AgriTech)**
COVID-19 **(+ AgriTech)**
Education
Standard coverage

Events

What's being produced?

- * Summer Scoop
- * NYS event TBA

Experience pegs

What matters to students/faculty/staff/alumni/NYS?

- * Alumni Reunion

Media Relations pegs

What's relevant?

- * Rainfall predictions
- * Berries
- * Climate change
- * Bugs

Social Media Campaigns

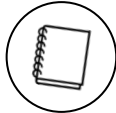
- * Dairy Month
- * National Fruit & Veggies Month

July



SPOTLIGHT

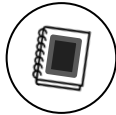
Applied science faculty production – (**AgriTech**)



FIELD NOTES

2-3x per month

Young alum – BEE
Research extension expert (**AgriTech**)
Student – Botanic Gardens or field intern



NEWS

15-25 x per month

NYS impact (**+ AgriTech**)
Radical collaboration (**+ AgriTech**)
COVID-19 (**+ AgriTech**)
Education
Standard coverage

Events

What's being produced?

- * Summer Scoop
- * ClubFest?
- * NYS event TBA

Experience pegs

What matters to

students/faculty/staff/alumni/NYS?

- * Growing season
- * Summer session?
- * Summer Internships

Media Relations pegs

What's relevant?

- * Rainfall predictions
- * Berries
- * Climate change
- * Bugs

Social Media Campaigns

- * National Ice Cream Day

Evergreen Content Matrix

CONTENT TYPE	TONE & VOICE	AUDIENCE	MESSAGING	PAGE TYPES
General Pages	Dynamic, confident, inspiring, innovative. Whenever possible, use the first person when talking about CALS.	Global Academic Community, Prospects, Decisions Makers, Alumni, Cornell Community, Outreach and Extension Network	Thought leadership. Longer-form marquee editorial centered on a forward-looking topic or issue.	Home page, Research, About Us, Department home/landing pages, School home/landing pages
Prospect Pages	Actionable, challenging and inviting. Shift to talking directly to "you" and your potential impact.	Prospects and Family, Current Students, CALS Community	Focused on the "life-changing" opportunities to learn, grow and be part of the work at CALS.	Admissions, Student Research, Program pages
Outreach + Extension	Inviting, Positive, Collaborative. Whenever possible, use the collaborative "we" - CALS and communities working together.	Outreach and Extension Network, Decision Makers, CALS Community, New York state community	Focus on the meaningful, tangible work we're bringing to communities in New York State and around the world as part of our land grant mission.	Outreach & Extension section, Facility pages, Events, Expert Directory, Non-degree programs

Evergreen: Annual Refresh

ANNUAL UPDATES	Homepage	Tier 1 Pages + Sub-pages	Print Collateral	Digital Collateral	More annual tasks
Fall	<ul style="list-style-type: none"> COVID update? Newsletter form 	<ul style="list-style-type: none"> MarComm team page audit Brand site audit 		<ul style="list-style-type: none"> Social banners (Oct) CU 'around the university' stories 	<ul style="list-style-type: none"> Photo collection report Office supply order
Winter	<ul style="list-style-type: none"> Spotlight CTAs 	<ul style="list-style-type: none"> About Outreach & Extension & sub pgs. 	<ul style="list-style-type: none"> Event kit review Environmental signage audit Roberts Hall display case updates 	<ul style="list-style-type: none"> Photo collection batch updates Social banners (Dec) Social passwords 	<ul style="list-style-type: none"> Trello-board clean-up/archive Roberts Hall merch order Add new faculty to Meltwater boolean string Office supply order
Spring		<ul style="list-style-type: none"> Issue call to content editors (administrative units in footer & launched academic units for summer content review) 	<ul style="list-style-type: none"> CALS Overview Handout Career outcomes flier Admissions updates 	<ul style="list-style-type: none"> CALS Overview Slide Deck Social banners (May) 	<ul style="list-style-type: none"> Photo collection report Office supply order
Summer	<ul style="list-style-type: none"> Grand bubbles NYS/World Maps Hero image refresh 	<ul style="list-style-type: none"> Education & sub pgs., especially "Experience CALS" and "Degrees & Programs" Research & sub pgs. Channel pages audit 		<ul style="list-style-type: none"> Video collection batch updates Social banner (June) Twitter lists review (July) Social channel audit (Aug) Newsletter design refresh 	<ul style="list-style-type: none"> Roberts Hall merch order Add new faculty to Meltwater boolean string Office supply order CALS affiliation social media channel list update

MEASUREMENT

The broad term “content” refers to the materials — articles, research, photography, video, social media posts — that we put into the world.

A look back at our measurable KPIs:

1. Increase brand awareness
2. Increase press mentions
3. Increase referral traffic
4. Increase traffic from organic sources
5. Grow relevance of search results in our areas of expertise
6. Increase new traffic to CALS web system
7. Increase returning traffic to web system
8. Increase social media engagement
9. Increase email list growth

In March 2021, we will look back at the last six months of content development with a critical eye and determine:

- What content was most/least popular on the website (thoroughly read/engaged with)?
- What role did our social media play in content engagement on our website?
- What content was most popular on social media?
- What kind of traction did newsletters have at driving viewers to our site? What was most/least effective? What actions did they take when they got there?
- Did we effectively grow our external newsletter subscriber lists?
- How effective were we at having our experts in top-tier media and trade publications?
- Did people find what they were searching for when viewing our evergreen content? Can we help them find more specific things (sub-channel pages)?
- What other observations about how people viewed/digested our content can we learn from to increase our efficiencies and inform our updated content planning?

RECOMMENDATIONS

1. Aim for the lower cadence for all content types until we can scale up with freelancers, with priority going to research that will track with top-tier media, first-person field note stories we can build with partnering content editors and social media efforts.
2. Implement news callout feature to cut back on web content publication time investment by end of calendar year 2020.
3. Train CALS communicators to develop / source field note content and spotlights to supplement effort starting in November, 2020.
4. Raise the bar for Chronicle coverage to support quality over quantity – determine which stories have the highest return on investment for CALS strategic priorities, editorial goals, media relations efforts and university initiatives.
5. Cut back on content development time for all areas of newsletters where there is little ROI. Implemented following a newsletter working group template overhaul in summer 2020.