

Marketing, Communications and Public Affairs Strategies

- Short-term strategies and tactics: through June 30, 2015.

- Mid-term strategies and tactics: July 1, 2015 through June 30, 2017.

1
March 25, 2015
Marine Studies Initiative

Oregon State
UNIVERSITY

Marketing

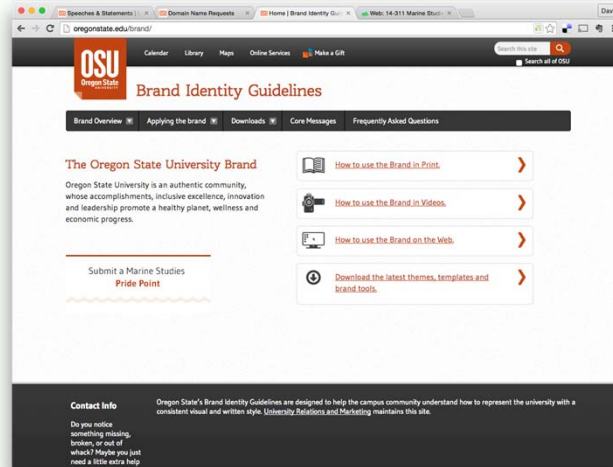
- Complete MSI Message Platform and core messaging. (ST)
- Create MSI visual design templates. (ST)
- Create PowerPoint presentation and road show materials. (ST)
- Design and produce MSI brochure. (ST)
- Determine how faculty are engaged in marine studies. (?)
- Conduct public perception market research. (MT)
- Support on-going MSI marketing requirements. (On-going)

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Marketing

- Create MSI narratives featuring colleges, faculty and students. (?)



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Communications – External

- Train MSI experts and OSU partners to effectively communicate with media. (ST)
- Promote importance of marine studies research and teaching with regular features and news releases. (On-going)
- Conduct editorial board visits and meetings with coastal journalists. (ST)
- Conduct editorial board visits and meetings with “inland” journalists. (ST)
- Conduct MSI media relations with national media. (MT)
- Support MSI communications requirements. (On-going)

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Communications - Internal

- Communicate importance of MSI and the variety of OSU marine studies research and teaching to faculty, staff and students. (ST)
- Regularly provide internal MSI updates. (MT)
- Assist with regular updates to OSU Board of Trustees. (ST)
- Support MSI communications requirements. (On-going)

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Events

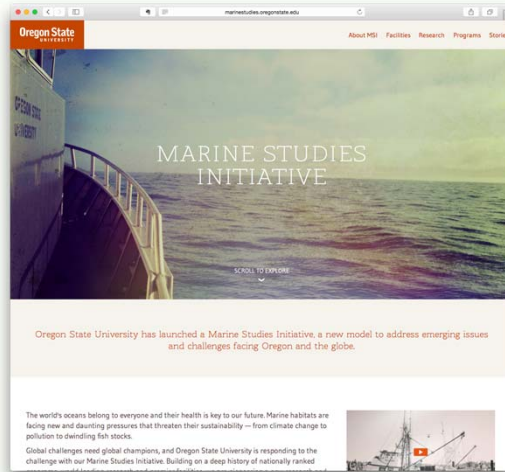
- Support Hatfield Marine Science Center's 50th anniversary events. (ST)
- Link marine studies initiatives within all HMSC anniversary events. (ST)
- Hold marine-studies-related "Science Pubs" in Corvallis, Newport, Portland. (MT)
- Organize alumni speaker series to support MSI. (?)
- Support MSI event requirements. (On-going)

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Web, Video and Interactive Communications

- Design and launch website to support MSI. (ST)



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Web, Video and Interactive Communications

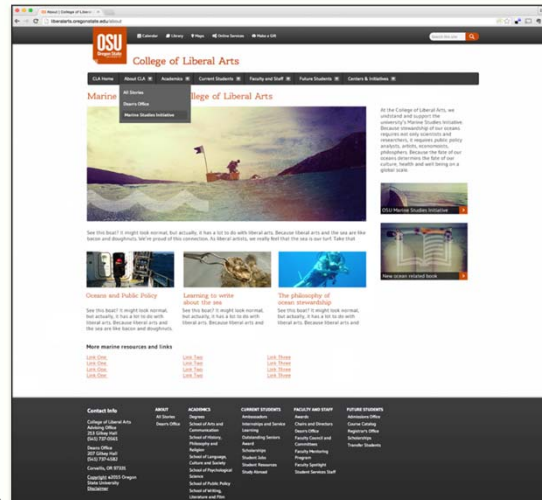
- Create 2-3 minute compelling video about the global importance of marine studies and our oceans. (ST)
- Create links between MSI website and websites of OSU colleges and MSI-related units, such as Research Office, Foundation, Outreach and Engagement, etc. (ST)
- Support MSI web, digital and video requirements. (On-going)

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Web, Video and Interactive Communications

- Populate MSI website and other OSU websites with fresh and compelling marine studies information and narratives. (?)



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Public Affairs

- Complete MSI economic impact study. (ST)
- Utilize economic impact study internally and externally to support MSI. (On-going)
- Work with MSI leaders to maintain on-going SWOT analysis. (On-going)
- Utilize SWOT analysis to proactively address emerging issues and capture benefits of new opportunities. (On-going)
- Conduct public perception and influencers research. (MT)
- Support public affairs and engagement strategies identified by other MSI committees. (On-going)

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MARINE STUDIES INITIATIVE

The world's oceans belong to everyone and their health is key our future

Oregon State University has launched a Marine Studies Initiative, a new model to address emerging issues and challenges facing Oregon and the globe.

The Marine Studies Initiative leverages Oregon State's international leadership and impact in marine sciences and natural resource management, teaching, research and community engagement. This effort will help sustain healthy oceans and ensure wellness, environmental health and economic prosperity for future generations. OSU will provide vital knowledge and unique experiential learning for students by expanding collaborative and innovative approaches to address the issues facing the world's oceans.

What is the initiative?

- The Marine Studies Initiative is a long-term, university-wide commitment.
- Oregon State University will expand its academic, research, outreach activities, partnerships and impact along the Oregon coast, within the lower Columbia River, across the state and globally.
- This interdisciplinary effort will cohesively involve each of Oregon State's 12 colleges, the university's Graduate School, the Hatfield Marine Science Center, the Marine Experiment Station and Seafood Lab, and OSU Extension, as well as other institutions of higher education, notably the state's coastal community colleges.

What will it look like?

- The Marine Studies Initiative will create a new framework of collaboration where students, faculty, government and industry partners can tackle challenges facing the ocean, coastal communities and people who depend on a healthy, thriving marine environment. Issues to be addressed include ocean acidification, rising sea levels and sustainable fisheries.
- OSU will create a new, highly experiential undergraduate degree program in marine studies and bridge OSU's Corvallis campus and the Hatfield Marine Sciences Center, including building a new state-of-the art \$50 million facility.
- Academic and research programs will emphasize innovative and hands-on problem-solving.

What are the outcomes?

- The Marine Studies Initiative will increase understanding of coastal and ocean systems and promote sustainability on key issues including climate change, food security and safety, natural hazards, renewable energy production and natural resources management.
- It will enhance the economy and environment, which are greatly impacted by the marine ecosystem, including fishing and seafood industries, forestry and wood products, agriculture, tourism and hospitality, shipping, renewable energy, education, engineering and others.
- Innovative curriculum development and research will blend the natural and social sciences to include themes of marine science, big data, business and technology, natural resources and ecosystems, coastal resiliency and public safety, marine policy, ocean law and science, education and human health.

What is the target date?

- By 2025, the university will have 500 students-in-residence at the marine studies campus to attend classes, conduct research and participate in other experiential learning.

MARINE STUDIES INITIATIVE BULLETS

The world's oceans belong to everyone and their health is key our future

Oregon State University's Marine Studies Initiative is a new model to address essential challenges.

The Marine Studies Initiative leverages OSU's international leadership and impact in marine sciences and natural resource management, teaching, research and community engagement.

The Marine Studies Initiative is a long-term, cohesive university-wide commitment.

The Marine Studies Initiative will create a new framework of collaboration where students, faculty, government, higher education partners and industry partners can tackle challenges.

OSU will create a new, highly experiential undergraduate degree program in marine studies and build a new state-of-the art \$50 million facility.

Innovative curriculum development and research will blend the natural and social sciences.

By 2025, the university will have 500 students-in-residence at the marine studies campus.

The initiative will enhance the coast and broader Oregon economy and environment.



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DRAFT – March 5, 2015

OREGON STATE UNIVERSITY'S MARINE STUDIES INITIATIVE

The world's oceans belong to everyone, and their health is critical to our future. Through its Marine Studies Initiative, Oregon State University is actively engaged in a university-wide commitment in research, teaching and outreach to benefit:

Our Oceans

By understanding and addressing climate change, ocean acidification, rising sea levels, sustainable fisheries and other challenges facing our oceans and coastal ecosystems.

Our Students

By providing innovative, hands-on, problem-solving academic programs in the natural and social sciences, both in Corvallis and in Newport.

Our Communities

By promoting economic prosperity along the Oregon coast and lower Columbia River through sustainable fishing, tourism, forestry, energy and other industries.

Our Partners

By collaborating across the university, with community colleges, government agencies and businesses to address essential challenges and emerging opportunities.

Our World

By leveraging OSU's international leadership and partnerships in marine studies to study and implement innovative solutions to address global challenges.

marinestudies.oregonstate.edu