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**WORLD 100**  
REPUTATION ACADEMY

**SESSION DETAILS**

22



## A STRATEGIC APPROACH TO PLANNING REPUTATION MANAGEMENT

- University reputation management over past 30 years
- University strategic plans
- Reputation management as part of a strategic plan
- How do you measure reputation
- How can you plan to change a reputation



## RESEARCHING AND DEVELOPING A BRAND POSITION

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- Brand and brand positioning -key terms and concepts
  - How to develop and test your university's brand and reputation



## STAKEHOLDER ENGAGEMENT: INTERNAL AND EXTERNAL

- Defining goals for stakeholder engagement
- Your stakeholders: Who? Why? Prioritize
- Objectives, scope of engagement and tactics
- Top 5 tips for effective stakeholder engagement



## RESOURCES AND STRUCTURES FOR DELIVERING REPUTATION MANAGEMENT

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- Budget and resources – overview of global budgets for comms and marketing by region, salary trends, factors affecting budget size
  - How would you like to allocate your budget?
  - Arguing for more resources – strategy agreed with SMT, evidence to support your case, external stakeholder research
  - Structures – a look at the pros and cons of various models
  - Changing structures – restructuring teams and managing devolved relationships
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## COMMUNICATING RESEARCH

- What channels does your university use?
- How many staff do you have -centrally, locally?
- Have you set goals?
- Who are your priority audiences?
- What is your blend between traditional and social?
- Do you measure or assess the effectiveness of your research communication?

## CRISIS COMMUNICATIONS

- The role of communications in a crisis
- Detecting and preventing a crisis
- Pre-crisis planning
- Protecting your reputation

## INTERNATIONAL ENGAGEMENT

- How institutional partnerships derive from strategic goals
- Consider how partnership decisions are made and who drives those decisions
- Examine how partnerships might affect reputation
- Consider how to actively enhance reputation via institutional partnerships
- Understanding global markets and drivers of recruitment
- How to engage with international students and their advisers

## BRAND CAMPAIGNS AND MARKETING

- The importance of research
- Internal and external stakeholder research
- Selecting the right agency
- The link between governance and branding
- Case studies with full details of objectives and strategies



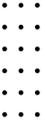
## RANKINGS STRATEGIES

- Overview of rankings methodologies
- The role reputation plays in rankings
- Strategies for improving rankings positions



## MEASUREMENT AND EVALUATION

- Reasons to measure and evaluate your activity
- Methods of evaluation
- Reputation Tracking
- How to present evaluation



## FEEDBACK ON PREVIOUS ACADEMIES

### What was most valuable about the Academy?



*"The networking/ mentoring with colleagues when facilitated by Louise/ Mark. It was good to have the same group of colleagues in these sessions a few times as we got to know each other a little"*



*"Reputation is often discussed as an abstract concept. However, it was very meaningful to learn practically about university reputation, such as the definition of reputation, measurement methods, and university efforts at this academy."*



*"Meeting counterparts from universities across the world. Very interesting hear their experiences and focuses."*



*"Learning about the structures and resources and the opportunity for investment presented by COVID-19."*



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ONLINE