

2011

Media Planning Handbook



Promoting the U.S. Professors of the Year Award

The Carnegie Foundation for the Advancement of Teaching

Council for Advancement and Support of Education



www.usprofessorsoftheyear.org



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The screenshot shows the website for the U.S. Professors of the Year Awards Program. At the top, there is a navigation bar with tabs for 'About the Program', 'Nominations', 'Winners', and 'Newsroom'. Below this is a banner image of several people. The main content area features a 'Newsroom' section with a sub-header 'Newsroom' and a list of 'Recommendations for Winning Professionals' including 'Media Planning Handbook', '2010 Dunlap Video Presentation', 'Working with your local media to feature the state winner', 'Sample resolution', 'Signs & logos', and 'City Council resolutions'. There are also sections for 'Winners at the 2010 national U.S. Professors of the Year award' and 'Recommendations for Media' with links to '2011 Call for Entries', '2010 Call for Entries', 'How to Apply', and 'U.S. Professors of the Year Application'. A sidebar on the right contains sections for 'NEWSLETTERS', 'VIDEO GALLERY', 'PHOTO GALLERY', and 'OFFICIAL SPONSORS'.

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Capitalizing on Award Opportunities

The U.S. Professors of the Year awards program offers excellent opportunities for institutions to draw positive attention to teaching excellence across campus and throughout the community and region. It also offers numerous opportunities to attract media interest and generate pride of affiliation with alumni and donors.

This handbook provides a variety of suggestions to complement your efforts to reach key audiences and draw attention to your institution's leadership and outstanding strengths.

Each section of this handbook offers ideas and practical ways to reach out to important audiences through the U.S. Professors of the Year program.

National Announcement of Winners

On Thursday, Nov. 17, 2011, the national and state winners of the U.S. Professors of the Year program will be announced nationally and honored at an awards luncheon presented at the Newseum in Washington, D.C.

The awards program is sponsored by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education. TIAA-CREF is host of the awards luncheon.

OBSERVE THE NEWS EMBARGO. PLEASE PLAN TO RELEASE

INFORMATION to your local media about your institution's winner on Thursday, Nov. 17, 2011, but not before. That way, your announcement will coincide with the official announcement of all national and state winners.

CASE will produce and distribute a news release about the award winners to AScribe, a national wire service. This release will be distributed to national print and electronic media outlets, including selected national media such as the *Chronicle of Higher Education*, *Inside Higher Ed* and *USA Today*. The news release will be distributed to the media with instructions to hold it for release until Thursday, Nov. 17, 2011.

In addition, CASE will place an advertisement in the *Chronicle of Higher Education*, listing all national and state winners and their institutions.

When and How to Announce Your Winner

You may want to plan a special event shortly after the national announcement of the U.S. Professors of the Year award winners on Thursday, Nov. 17, 2011.

Possible invitees to your local announcement event may include:

- Governor, state legislators, congressional representatives and other elected or appointed officials
- Members of the faculty and staff
- Campus administrators
- Students and prospective students
- Alumni, the alumni board and the board of trustees
- Donors and prospective donors
- Family and friends of the professor
- Business and community leaders
- Print and electronic media representatives

Possible events to honor the award winner may include:

- Convocation
- Awards ceremony
- Welcome reception when the winner returns to campus from the awards ceremony in Washington, D.C.
- Luncheon or dinner celebration
- Press conference
- Afternoon tea

Hold the event at a convenient time on or after Nov. 17, 2011. Consider locations on and off campus, including special venues, such as a premier campus location, the home of the institution's president, the mayor's office or the Statehouse.

Attracting Local Media

Be certain to notify your local media about your U.S. Professors of the Year award winner. A sample news release with 2011 program-related information will be posted on usprofessorsoftheyear.org in September.

Also, use your existing media relationships to gain coverage in local, state and regional media.

Consider a variety of approaches to alert and attract media to your campus to cover the story about your winning professor. Following are a few suggestions:

- Create a written background piece that provides additional information about the professor. Consult the nomination materials that your institution submitted to obtain much of this information. The background may include the winner's educational training, philosophy of teaching, views on certain aspects of education and opinions about educational reform topics, student testimonials, colleague testimonials, unusual aspects of the professor's specialty, other academic honors and awards and community involvement.
- Create a one-minute video about the winner showing your Professor of the Year in the classroom. Use this video on your institution's TV station as B-roll to interest local media or as a video clip on your institution's website.
- Create an article or fact sheet for local media describing an issue in which the professor has particular expertise.
- Schedule a radio, TV or cable interview in which your winning professor could discuss an aspect of his or her knowledge that would be of interest and relevant to listeners or viewers. For example, an economist could speak about an issue related to personal finance.
- Ask your professor to write an opinion piece for placement in a local or regional newspaper that presents his or her views on issues related to local, regional or national current events or that highlights his or her views on education or educational reform.
- Identify issues the professor could discuss on local radio or television talk shows.
- Consider organizing an event to allow the media to see your professor in action. Ask your professor to teach classes for a day at a local elementary or secondary school or to teach a group of teachers at an in-service day. Invite the media to attend these or similar events.

Showcase Your Professor All Year

With advance planning and involvement of your Professor of the Year, your institution can leverage the award throughout the year—far beyond the initial announcement.

Consider working with campus admissions, alumni relations, development and government relations professionals to engage your winner with prospective students, trustees, graduates, donors, legislators, community leaders and other key constituents. Suggestions follow:

Alumni Relations and Trustees

Create ways to involve your Professor of the Year with alumni leadership:

- Nominate your winning professor for a distinguished alumni award (if he or she is a graduate of your institution) or for honorary alumnus/alumna status
- Nominate your professor for a distinguished alumni award from his/her alma mater
- Invite him or her to provide greetings and a brief educational message to alumni at campus events, such as reunion or homecoming festivities
- Invite him or her to present alumni awards at school convocations or other events
- Involve your professor at reunion teach-in events to speak about his or her particular area of specialty or on the state of education today
- Invite your professor to offer a short course at a weekend, lifelong-learning program for alumni
- Invite your professor to give a presentation about his or her area of expertise or the state of the campus, the importance of teaching excellence or another subject at local or regional alumni clubs
- Invite the winner to address your alumni board or board of trustees at a regular or special meeting

Admissions, Student Recruitment and Retention

Involve your professor in a variety of venues with students, parents and admissions activities. Consider inviting your professor to:

- Address prospective students who are visiting and touring the campus
- Meet prospective, visiting students who could attend the professor's class
- Be featured in the recruitment/admissions department view book or another recruitment publication
- Teach a weekend workshop in his or her subject area targeted to potential students
- Travel with the recruitment/admissions staff if your institution hosts or meets new or prospective students outside of your city
- Serve as the faculty representative to provide a welcome greeting to parents at special parents' weekend festivities

Development and Fundraising

Leverage your Professor of the Year winner to support the campus goals for fundraising and development. Find ways to arrange for your professor to:

- Meet and/or address donors or prospective donors to talk about the exciting teaching and learning opportunities on campus
- Offer greetings from the faculty at campaign events
- Offer remarks at special events to enable potential donors to appreciate how their financial support advances good teaching
- Be prominent at special events for donors, such as weekend learning programs on campus or dinners at the president's home
- Work in concert with the development staff. For example, if a donor has funded a classroom building or laboratory facility on campus, invite the donor to a special lecture or demonstration in the building conducted by the Professor of the Year winner
- Meet and develop relationships with donors or prospective donors who have interests in the professor's area of expertise
- Send a letter and/or scholarly article on topics of interest to the donor that represent the professor's area of expertise, school, department or degree

Government Relations

As part of their mandate to support and provide quality education, elected officials are usually willing and eager to be involved with educational success stories:

- Ask your governor, state legislators or local congressional representative to co-host a special event honoring your professor
- Involve your winner in visits to the Statehouse, city and county governments, city council, county council or to Capitol Hill to visit your state's congressional delegation
- Ask your winner to give a special guest lecture or welcome visitors to campus when members of Congress or state legislators visit
- Invite public officials to join students in the professor's classroom for a lecture
- Invite your winner to testify before a legislative committee about educational issues, such as educational reform or other matters of interest and concern to elected officials in your region
- Involve your winner in community parades or gatherings

Educators and Community Relations

Enable your Professor of the Year to be an inspiration to students and teachers throughout your region:

- Arrange a visit to local elementary or secondary schools for your winner to speak with students about the value of a college education
- Enable the winner to give a presentation about college teaching as a profession at a local school's career day
- Involve your professor at in-service training days at local K-12 schools to talk with teachers or offer in-service workshops about his or her area of expertise
- Arrange for your winner to speak at business, civic group meetings, events or PTA programs about his or her work as a professor
- Identify community or nonprofit organizations where the winner could present a guest lecture or demonstration
- Invite your professor to present a lecture—open to the public—on his or her area of expertise

Periodicals, Publications and Your Website

Make certain that all campus communications—both print and electronic—include stories and ongoing information about your Professor of the Year award winner.

Make efforts to:

- Profile your winner in campus magazines, newspapers or other periodicals
- Post photos and articles about the winner on the school's website; provide a link from the article about your winner to a 10- to 15-second video clip of the professor working with students
- Include quotes or statements from alumni or current students who were taught by your winner—these comments can focus on the role that the winner played in a student's life or can present a notable classroom experience
- Quote your winner, as appropriate, in articles on undergraduate teaching or other academic issues
- Feature your winner in publications, such as your annual report, president's newsletter to donors or other publications
- Showcase an opinion piece written by your winner in a campus publication or local newspaper
- Showcase your winner in advertising about your institution

How Other Institutions Have Promoted Their Award

To build momentum on your campus for the U.S. Professors of the Year award, consider the following events that were created at other institutions:

- Texas Tech University's president and his spouse hosted a luncheon honoring the institution's winner. The board of regents, deans, administrators, a member of Congress, the mayor and 10 of the professor's students attended. The provost read congratulatory letters from the governor of Texas, both U.S. senators, several congressional representatives and state senators. The award was officially presented to the winner during a football game before a sellout crowd.
- Columbia College honored its U.S. Professor of the Year by hanging huge banners from every lamp post on campus as well as along the city's Main Street and all the way to the capitol building. In addition, the mayor and city council presented the winning professor with a proclamation honoring his selection as a U.S. Professor of the Year, and the South Carolina Senate presented a special resolution in honor of the award and recognized the professor at one of its sessions.
- North Hennepin Community College honored its U.S. Professor of the Year with a formal reception in the campus art gallery. The invitation list included current and former colleagues, students, community leaders, members of professional associations, family, friends and neighbors, presidents of other colleges, members of the state legislature and the state's U.S. congressional representative. A video highlighting the professor's teaching philosophy was shown at the reception.
- The governor of Georgia hosted a dinner for state winners which was attended by the board of regents, two former governors and the presidents of the winning professors' institutions.
- The State University of New York-Geneseo Foundation Board established an endowment fund in the name of its winning professor to sponsor guest speakers, lectures and workshops. The alumni board also passed a resolution honoring the professor.
- The Iowa Board of Regents presented the CASE award certificate and a two-minute video highlighting the university's winning professor, his colleagues and students. The professor was honored at a reception for faculty and staff and presented with a cash award. The university also produced video and audio public service announcements featuring the professor.

Share Success from this Opportunity

Please contact CASE with your additional suggestions, programs and activities for honoring your U.S. Professor of the Year. We will be delighted to share your success with other institutions.



National and state winners, their guests and others at the 2010 U.S. Professors of the Year awards luncheon at the W Hotel in Washington, D.C.



For more information and checklists for organizing special events, refer to the classic CASE publication

Special Events: Planning for Success

by April L. Harris

MEMBER PRICE: \$37.95, plus shipping

NONMEMBER PRICE: \$54.95, plus shipping

Item 28120, 7 x 11, spiral bound, 153 pages, second edition, 1998.

To order a copy:

GO TO **www.case.org** ENTER CASE CODE **SEbook**



Council for Advancement and Support of Education

is one of the largest associations of educational institutions in the world with more than 3,400 colleges, universities, and independent elementary and secondary schools in 74 countries. Since 1974, CASE has helped its members build relationships with their communities, raise funds, market their institutions to prospective students, diversify the profession and foster public support of education.

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Carnegie Foundation for the Advancement of Teaching

is an independent policy and research center that supports needed transformations in American education through tighter connections between teaching practice, evidence of student learning, the communication and use of this evidence and structured opportunities to build knowledge. It was founded by Andrew Carnegie in 1905 and chartered in 1906 by an Act of Congress.

www.carnegiefoundation.org

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