




7-11-2016

UGA School of Law Strategic Communications Plan, 2016

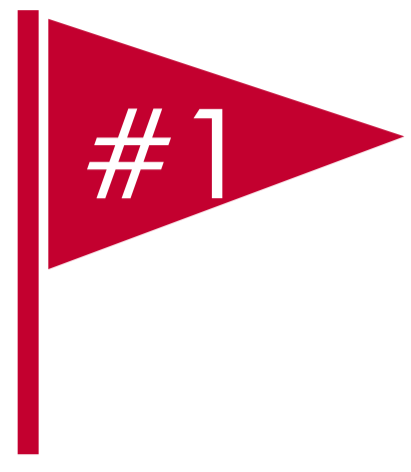
University of Georgia School of Law

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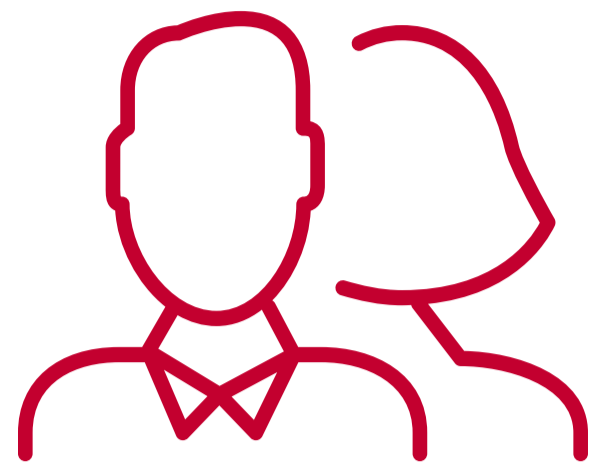
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Strategic Communications Plan

Goals



Strengthen Georgia Law's reputation as one of the United States' best public law schools



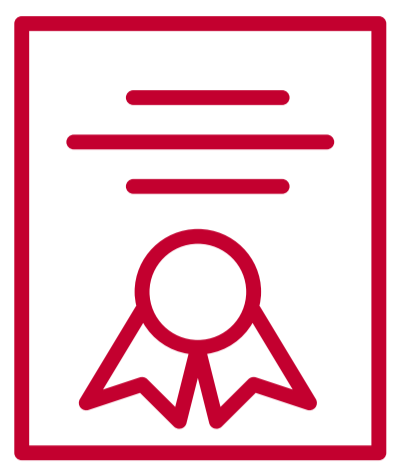
Recruit a student body that is academically talented, diverse and inclusive



Encourage engagement and generous support from alumni and alumnae



Ensure quality professional opportunities for graduates in law, business and public service



Celebrate the history, traditions and achievements of students, faculty, staff, alumni/alumnae and others within the law school community



Audiences

Make the connection to impact whenever possible, do not assume the audience will make the connection on their own.

Prospective and current students, faculty and staff



US News voters in the judiciary, legal academy and legal community

Alumni and alumnae



University leadership and elected leaders

Prospective and current employers in law, business and public service



Traditional and social media



Messages

Georgia Law is one of the top public law schools in the United States. We provide, at a good value, the knowledge, skills and experience students need to make a positive impact on the legal profession.

We achieve this through:



A strong foundation of ideas and thought leadership.



World-class practice preparation



An unwavering focus on service



A legal education at a good value



Authentic relationships and support



Ensure that every communication that goes out, no matter what channel, touches back to one of the key messages set forth above.