



UNIVERSITY of WASHINGTON

INSPIRED

Commlead Alumni Studio Sessions

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COMMLD 513: Content Marketing



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Executive Summary

- The primary goal of the **Inspired: Commlead alumni studio sessions** campaign is to drive awareness.
- An unique aspect of this campaign is that with one interview session in the studio, this can be made into 3 to 4 different formats, maximizing the outcome of one production spending.
- With that said, a diverse offering in viewing, listening, and reading allows our audience to consume longer form content in their own pace and preference.
- The frequency of this campaign is on a monthly basis, meaning will have a total of 12 values/topics to explore throughout the year, along with 12 alumni who are particularly involved in the field of that specific topic.
- Given that it's a monthly series, it gives content creators ample of time to prepare for the interview(identify guest speakers, call for questions from the audience) and to produce content.
- The interview session consists of four parts: Introduction of the alumni, a day in the life of, answering questions from the audience, provide career advice from the commlead perspective.





Campaign Overview

A monthly studio session with Commlead alumni where they share their **life/career stories** involving values such as DEI, social impact and community building, while giving advice and answering questions from **the Commlead perspective**.

With just one studio setting, this interview session can be made into 3 to 4 content formats: an live interview event, a video, a podcast and a blog post.



Support the Goal:

Driving Awareness

To reach alumni who haven't stayed in touch with Commlead.

In alignment with the overall client's **objective:**

To form a relationship with alumni where they stay connected to Commlead and can make ongoing contributions to our community.



Serves Alumni who are:

- Seeking **alumni stories**
- Looking for career advice from the **Commlead perspective**
- Prefer to consume longer form content in **their own pace** through a diverse offering in **viewing, listening, and reading.**

Audience **benefits** are:

- **Build confidence** -Being able to talk or learn with other alumni who share the same values and vocabulary.
- **Get advice** -Alumni will have a way to participate and get to hear stories and get advice from the Commlead perspective.
- **Hybrid Format** -The studio session can come in three/four formats: an event/a video, a podcast and a blog post.



Messaging

of the INSPIRED: Commlead Alumni Studio Sessions



Messaging reflects:

- Consistent and cohesive brand but presents a unique spin for our audience
- Priority information to convey in content
- Instructions for creators to demonstrate these brand qualities and messages

For **INSPIRED**, we move from Commlead's current branding to a messaging framework that is more specific to our primary audience: **alumni**, who are looking **to build meaningful relationships, both personal and professional.**



Current Commlead Branding for content marketing

Communication Leadership is...

Professional

We help people develop communications skills across disciplines and cultures to ensure they can take their careers in any direction and any location, now and into the future.

Supporting Terms: Adaptable, Global, Curious

Impactful

We help people become industry leaders who combine their skills with passion to create meaningful change.

Supporting Terms: Passionate, Persuasive, Empowering

Community-Driven

We make sure people in our community have opportunities to work together because we know it makes our program curriculum stronger, increases experiential opportunities, and builds long-lasting networks.

Supporting Terms: Supportive, Collaborative, Inclusive

Values-Based

We achieve our goals starting from our values, which differentiates us from other degree programs

Supporting Terms: Ethical, Unique Intentional



Insight: adding a personal touch

While Commlead branding serves a wide range of audiences from prospective students to alumni. The insight we found from data-backed research is that they crave 'personal' connections and a sense of 'community belonging'.



Audience themes

	Connections	Learning & Sharing
Professional	Career Networking	Professional Development
Personal	Social Connections	Alumni Stories



Alumni Focused primary message: We build meaningful relationships, both personal and professional.

Personal

We are welcoming
Sounds like

- Friendly
- Inclusive
- Informative

We project a welcoming attitude with enthusiasm for alumni participation with a friendly, inclusive, and informative approach to all communications.

We chose language that is friendly and inclusive to all members of our community.

We are proactive in making sure that alumni have the information they need to feel welcomed and included.

Professional

We are community-driven

Acts like

- Collaborative / Connective
- Empowering / Celebratory
- Supportive / Resourceful

We show we are community-driven by taking a collaborative, empowering, and resourceful approach in all of our storytelling efforts.

We focus on opportunities that bring people together to learn new ideas and empower them to share their skills.

We proactively seek and share resources that will help our community continue to grow.

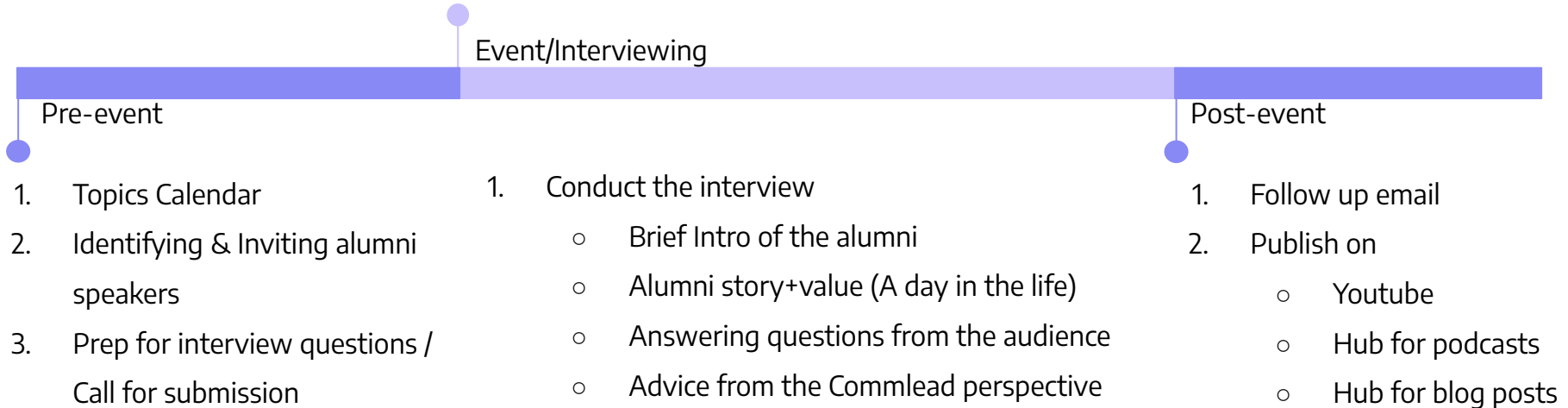


Content Plan

of the INSPIRED: Commlead Alumni Studio Sessions
See Editorial Plan: [HERE](#)



Timeline & Components



Sample Topics for Calendar

Topics within Commlead Leadership

- Diversity, Equity & Inclusion
- Community Building
- Social impact
- Compassion and empathy
- Mental health/Wellness at work
- Accessibility
- Sustainability
- Belonging
- Showing up
- Building Trust

Hear from other subject-matter experts, such as

- Human Centered Design Engineering
- Information School
- Computer Science

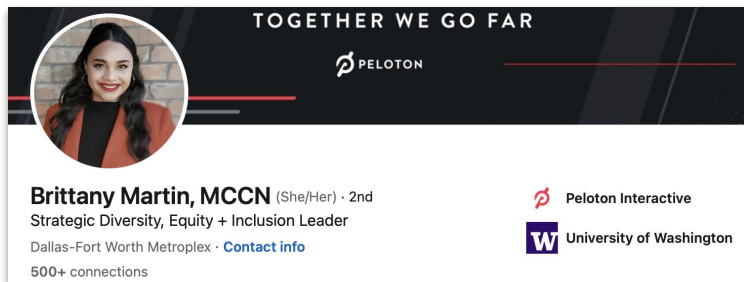
and see how we can support them.



Interview Agenda

01 Brief Intro

- Duration: 10 mins
- Highlight: **Voice & Tone**, introducing guest speaker's work & scope of work.



Opening: “Hi! Welcome to INSPIRED: A monthly studio session with Commlead alumni! Each month, we will feature a Commlead Alumni based on a specific topic. Our guest will share his/her stories and provide career advice and tips, this interview session is designed to make you feel empowered & connected.”

Introducing guest: “Today’s guest is from Cohort [#], who graduated in [year] and now works at [company name]. She has [#] years of experience in the DEI field. We are very honored to have her with us today in sharing her stories with us!”



02 **A Day in the Life**

- Duration: 10 mins
- Highlight: What's their day-to-day like?

A day in the Life -general questions

1. How did you start your journey in DEI?
2. Who or what inspired you to work in DEI?
3. Share a lesson learned or a victory/proud moment.
4. What is your day-to-day like?

03 **Audience Questions**

- Duration: 10 mins
- Highlight: Select questions that emphasize on topic/value specific.

Diversity, Equity & Inclusion -audience questions

1. What's it like implementing DEI initiatives?
2. How would you handle a cultural shift?
3. How do you facilitate the thought and conversations? How do embed it?
4. Am I up to date with understanding DEI. What resources should I look at?
5. What are some of the current hot topics in DEI?



04 Commlead Perspective

- Duration: 7 mins
- Highlight: Where they show their values in action.

Sticky issues - advice from the Commlead perspective

Career advice, Managing up, difficult bosses, dealing with frustration, work-life balance, ushering in change...

05 Closing

- Duration: 3 mins
- Highlight: **Voice & Tone**

Closing Remarks: “Thank you [insert alumni] and everyone for joining us today! It’s always so refreshing and empowering to hear from a Commlead alumni. Hopefully you have taken something valuable with you today! Don’t forget check out today’s studio session on YouTube, Podcast and our blog and share them with your fellow alumni friends! Next month we will be covering [topic] with [insert alumni], don’t forget to submit your questions and see you then!”

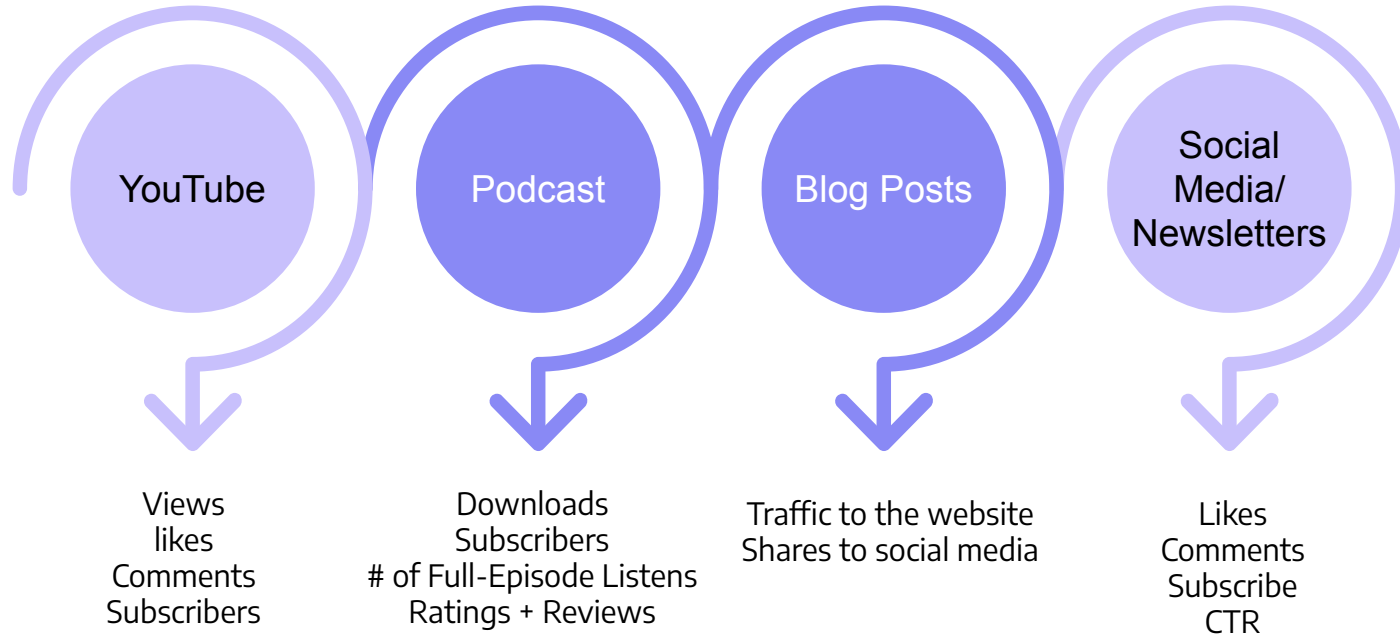


Measuring Success

of the INSPIRED: Commlead Alumni Studio Sessions



There are number of metrics that you can track with the **INSPIRED** studio session, given that it comes in three/four formats: an event/a video, a podcast and blog post. You will also be able to track success with direct marketing such as social media and newsletters.



Thank you!

Questions? Email me at vcwchen@uw.edu



Appendix



Insights from comparative review

To begin with, Commlead is the only one that doesn't have a 'Alumni' Tab on the top bar. Secondly, news and events are only for prospective and current students, while there are many good workshops and events going on, it is not shown on the website. In terms of content, Commlead did a great job in inviting alumni to join First Friday and class sessions so why not featuring alumni stories on website and social media, making it into a series of highlighted stories?

USC Annenberg

Alumni News



Seeling ME in the Media Executive-in-Residence Melissa Finney shares her career journey.

Since 2019, USC Annenberg's Seeling ME in the Media program has continued to foster and engage with alumni and industry leaders to support and empower our first-generation and SPoC students along their academic journey.



New skills building program prepares professionals to collaborate with, manage and lead diverse teams

Emily Chea is among the first master's students in the Emerging Complexity in Diverse Organizations (ECDO) program, a new online professional skills-building program at USC Annenberg.



Wuyuan Cunningham selected as the inaugural Sir Henry Evans Global Fellow in Investigative Journalism

Recent master's student and USC Annenberg alumna Wuyuan Cunningham has been selected as the inaugural Sir Henry Evans Global Fellow in Investigative Journalism.



With a heart for local news, Cater Lee shares how finding your specialization can make a difference in the community and beyond

USC Annenberg's specialized journalism program, however, completely reshaped how Cater Lee uses journalism.



Christine Alabaster designs her future

Since joining TikTok in 2019, Alabaster continues to find success in working with stakeholders to find and sharpen their authentic voice.



Rachel Scott charges USC Annenberg grads to look beyond deadlines and find opportunity with a career trajectory at USC News from production assistant to White House correspondent within only four years, many would assume that Rachel Scott's rise to the top ranks of journalism is an unlikely success story.

UW HCDE



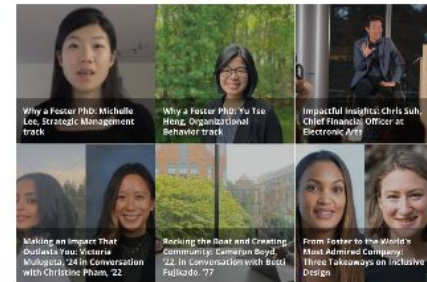
HCDE Alum Hasani Burns shares his journey from engineering to design



HCDE Alum Victoria Mulliquet '24 in Conversation with Christine Pham, '22

UW Foster Business School

Recent Alumni stories



Why a Foster PhD: Michelle Lee, Strategic Management track

Why a Foster PhD: Yu Yao Hong, Organizational Behavior track

Impactful insights: Chris Suh, Chief Financial Officer at Electronic Arts

Making an Impact That Outlasts You: Victoria Mulliquet '24 in Conversation with Christine Pham, '22

Rocking the Boat and Creating Community: Camaron Boyd '22 in Conversation with Boyd Fujikado '77

From Foster to the World's Most Admired Company: These takeaways on inclusive Design

Read more stories



Inspiration



COMMLD 51 with Ekin Yasin on Week 4: Building Communities, guest speakers invited [Cauvery Balamada | SAP](#), [Steph Hirsch | C+C](#), [Madeline Moy | Starbucks](#)

Kendall Jenner Opens Up About Anxiety, Insecurity, & How To Be Truly Happy! | Jay Shetty, see video [here](#)



Sample Follow up Email

Non-Tech in Tech Alumni Panel - Follow Up 



Lauren Sevilla <lsevilla@uw.edu>

to Evan, Dan ▾

 Thu, Nov 10, 9:35 AM



Hello all,

Thank you for registering for our alumni panel event, [Non-Tech in Tech](#), co-hosted by the Alumni Association and the Career & Internship Center. We hope that the conversation with our alums was helpful in learning more about careers in the field.

Please see below for additional information about our panelists and resources to engage further in this work.

- **Panelist Bios** – find short bios about our panelists attached to this email.
- Looking to **connect with more alumni**? Check out [Husky Landing](#), a new networking tool from the UW Alumni Association. Thousands of alums have created profiles and are hoping to talk with current students about their jobs and career pathways. Make a profile and reach out!
- Are you interested in **jobs and internships**? If so, here are some ways to get connected to opportunities and get involved:
 - Check out [Handshake \[uw.joinhandshake.com\]](#), our national job and internship board, for opportunities.
 - Subscribe to [Interest Communities](#) on the Career & Internship Center website.
 - Join a [Registered Student Organization \(RSO\)](#) at the UW to get involved with like-minded students involved in this work.
- Need help with your **resume or cover letter**? Utilize the Career & Internship Center by using our [DIY Resources](#), [attending workshops](#), or [scheduling an appointment](#) with a Career Coach.

Be sure to check out our other panel events throughout the academic year. Thank you again for attending the event and we hope to see you again in the future!



Sample Attachment in Follow up Email

HEAR
ALUMNI
STORIES,
KEEP
WRITING
YOURS.

NON-TECH IN TECH ALUMNI PANEL DISCUSSION

NOVEMBER 9TH, 2022

MODERATED BY:

Martha Tran, Business Program Manager, Microsoft

[Martha Tran | LinkedIn](#)

Martha Tran graduated from UW in 2011 in Public Health and Law, Societies and Justice. After her entire undergraduate experience in student affairs/student life, Martha completed her master's from Seattle University in Student Development Administration (SDA). She was confident this was her long-term trajectory and found a lot of joy in supporting students' transition through programming like Dawg Daze, FIGs, and Orientation. 10 years later, Martha found herself in a new but similar role supporting interns as a Business Program Manager on the Microsoft Intern Program.

PANELISTS:

Jean Blatchford, Senior Product Marketing Manager, Niantic, Inc.

[Jean Blatchford | LinkedIn](#)

Jean graduated from UW in 2013 with a double major in marketing and entrepreneurship and started his career in sales at Microsoft. After nearly 9 years at Microsoft, in a career that spanned working in product marketing for Surface and the Microsoft HoloLens, he recently transitioned to Niantic where he leads global marketing for Pokémon Go. In his free time, you can find Jean out hiking, playing with his two-year-old daughter, or cheering on the Huskies. He is a huge fan of mentorship and giving back to the UW community and is looking forward to sharing his story with other dawgs!

Pema St.Germain, Associate Lead - Cloud Staffing, Google

[Pema \(Gyatso\) St.Germain | LinkedIn](#)

Pema St.Germain (Gyatso) currently lives in Austin, TX with her husband Andrew, 1.5-year-old baby girl Piper, and their 6-year-old pup Mary. She's been working at Google for the past 4.5 years and currently works as an Associate Staffing Lead. She manages a small team of recruiters who focus on hiring Software Engineers for Google Cloud. Prior to Google, she worked in recruiting at both Uber and Microsoft. She is a proud Tibetan-American and was a first-generation college student. Pema graduated from UW in 2013 and double majored in International Studies and Spanish. While at UW, she loved immersing herself in the many diverse communities on campus. She was a member of the Greek Community, a UW Leadership Mentor, an Orientation Leader, and a FIG leader. She values any opportunity to give back to her community and is always happy to connect with a fellow dawg!

HEAR
ALUMNI
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WHAT'S NEXT?

A handful of next step ideas are below - each hyperlinked to where you can find more detail. Have ideas you'd want to share with other students that we should add to this resource? Let us know! Email us at cicevents@uw.edu

- [Engage with Career & Internship Center programming](#)
- [Engage with Alumni Association Programming](#)
- Build your network through events like this one, [LinkedIn](#) and [Husky Landing](#)
- Connect with [Registered Student Organizations \(RSO'S\)](#)

Let us know how we can support you, what questions you have, what uncertainties or challenges you're facing, and how we can help you identify and pursue your next step: cicevents@uw.edu

