DUKE VOTES PROJECT - 2024:
Primary Partners: *{Specific names are redacted}*
Government Relations

- Determines "cabinet" for 2024 Duke Votes promotion, including who needs to give approval on produced messaging and material
- Directs the project schedule based on registration and election dates
- Provides guidance for information needed, based on different audiences

Marcoms

- Sets the tone and goals of strategic messaging
- Convenes and engages partners, gets their input on what will help them be successful in the effort, provides tools and timelines
- Designs and produces marketing material

Suggested starting points:

Communications Calendar:

- Determine critical and secondary dates for specific communications
- Determine range of appropriate communications
- Setup editorial/production plan and designate producers

Toolkit:

- Duke Votes creative elements (kit of parts)
    - Existing DukeVotes logo
    - Templates for posters
    - Templates for digital flyers
    - Templates for social channels

First projects:

- Toolkit
- Postcards
- Duke Votes talking points
- Calendar for the campaign

Existing collateral:

- Duke Votes website: https://vote.duke.edu/
    - POLIS role?
    - Duke Gov't Relations role?

FOR REFERENCE

Comms vehicles by audience, with main points of contact

Note: This does not include content types or implementation timing

Faculty
Contacts: {…} school/unit communicators, (Provost's Office)
- Outreach to ECAC from provost
- Provost communication to deans/directors
- Communication within the school as determined by school communicators
- Site-specific installations - Duke Flyer, banners, paper flyers
- Media briefings (UComms)

Staff – (professional / typically at a computer – faculty is included since they are employees)
Contacts: {…}, school/unit communicators
- Working @Duke weekly email
- Working @Duke Facebook
- Manager Memos
- Duke Flyer
- Site specific installations – signage, banners, flyers

Staff – on campus (hourly – typically not at a computer)
Contacts: {…} (FMD), school/unit communicators, {…} and other Student Affairs comms (dining, housing)
- Duke Flyer (digital signage)
- Working @Duke weekly email
- Working @Duke Facebook
- FMD monthly newsletter
- Site specific installations – signage, banners, flyers, site-stickers (e.g. on tables, back of doors, etc.)

Durham Community
Contacts: {…}
- Neighbors listserv
- Community email lists
- Local media
- Duke Chapel – congregation
- Duke Alumni Association – alert local alumni

Students – Undergraduate, Graduate & Professional
Contacts: {…}, school communicators
- Duke Flyer – horizontal (most systems) and vertical (Brodhead Center only)
- Campus signage
- Signage (advertisements/posters) inside Duke buses
- Campus banners
- Site specific installations – posters, stickers, table tents

- Announcements / information in emails, at events, in classes
  - Remind Events coordinators
  - Check the Duke Events Calendar for events and reach out to those hosts to include an intro message
- Informed advisers (RA's, Academic Advisers, identity centers, club advisors)
- Student Affairs social media
- School/unit social media
- Direct email messages
- Duke Chronicle
- Student Affairs email/normal communications systems

Durham County based Duke Health Employees
Contacts: {…}

Location-specific contacts:
- Brodhead Center, Bryan Center, Center Campus, residence halls, fitness/recreation facilities: Student Affairs {…}
- Athletics facilities: Art Chase
- School/academic building: school communicator
- On campus grounds (not health system or Bryan Center plaza): {…}