

# Office of the Provost: Communications Team

Story guidelines and  
media overview



## What we need to know:

What message are you hoping to communicate?

To whom do you want this message delivered?

Why should the audience care about your message?

How do you want to deliver your message to your audience?

Do you want your audience to take action?

# Provost Story Guidelines

**Our team prioritizes stories that highlight the following:**

- Programs and initiatives bolstering student success
- The diverse experience of the MSU student body – success and everyday wins
- Innovative and successful teaching experiences
- Teaching, research, and outreach and engagement that promotes academic excellence
- Programs or experiences that foster a healthy, safe and welcoming culture by promoting inclusive excellence and a diverse and equitable learning environment

# Internal Media Outlets

- **Internal media** includes university newsletters, websites, social media and other sources that primarily reach the current university population
- Typically, share stories that are relevant to current students, faculty and/or staff are best suited for internal audiences
- Please note we can only recommend potential channels, journals or other media – **we cannot guarantee placement**

# Internal Media Outlets Examples

## Office of the Provost (owned):

- Office of the Provost Instagram and LinkedIn
- Undergraduate Education Instagram and Facebook
- Student Success Newsletter
- Office of the Provost website

## Internal partnerships:

- InsideMSU
- MSU Newsroom
- #iteach newsletter
- Student Action Item e-mail
- Faculty/Staff Voice

# Providing Support (Internal Media)

Consultation through developing a story, writing copy, reviewing content and editing the final article

Provide recommendations for an internal media outreach plan

Connect or introduce you to key stakeholders who manage internal communications





# Internal Media Examples

 Undergraduate Education  
MICHIGAN STATE UNIVERSITY

## STUDENT SUCCESS UPDATES

• January 2025 •



### 5 OPPORTUNITY AREAS of Student Success

- Self-Discovery of Purpose
- Educational Success (learning & academic)
- Contributing to an Empowered Community
- Developing Sense of Belonging
- Developing Well-Being

## Institutional Perspective

### Progress and probation

by Mark Largent, vice provost and dean of Undergraduate Education

I was very happy to see the recent one-pager from our colleagues in Institutional Research that showed the significant progress we have made in reducing the number of students who fall onto probation after their first semester at MSU. Overall, there was a one percentage point drop in the end-of-first-semester probation rate...



 MICHIGAN STATE UNIVERSITY

## InsideMSU

### Employee Newsletter

Feb. 6, 2025

## The new Multicultural Center!



The freestanding facility, spanning 34,000 square feet, is the result of more than five decades of advocacy and activism by MSU students (many of whom are now alumni) and university leaders. | MSU photo

### A welcoming space for all

MSU's commitment to fostering an inclusive and supportive campus community takes a bold step forward with the opening of the new Multicultural Center, or MCC.

# External Media Outlets

- External media outreach is coordinated by our partners at University Communications and Marketing – we cannot guarantee placement.
- Stories that are relevant to the university but also have high impact within the community, state and/or nation are suited for external media sources
- Examples: The Conversation, Lansing State Journal, Paid Media



# Providing Support (External Media)

- Identify if a story concept is the right fit for external media
- Draft a media advisory for upcoming events that are of potential interest to external media outlets
- Align content (if possible) to meet external outreach goals of University Communications and Marketing
- Connect with University Communications and Marketing to take next steps to share the story with a broader audience – including pulling lists of press contacts and placing story in university-owned outlets

April 9, 2024

## César Chávez and Dolores Huerta Commemorative Celebration highlights farmworker rights and recognition

Michigan State University honored and celebrated the legacies of local and national Latinx community leaders and organizers who fought for and secured change for farmworkers and Latinx communities on Monday, March 25, at its 14th annual [César Chávez and Dolores Huerta Commemorative Celebration](#).



Community members from across campus, East Lansing and Greater Lansing gather at MSU every year to honor the legacies of Chávez and Huerta, who were both prominent labor leaders and civil rights activists. This year's commemorative event theme, "Cosechando Nuestros Sueños: Harvesting Our Dreams," was especially fitting, as the event falls

during National Farmworker Awareness Week.

More than 250 people attended the event and the afternoon of workshop sessions, which recognized Latinx communities, migrant farmworkers and activists who persevered and fought through historic struggles to help improve working conditions and progress in workers' rights and civil rights in America.

# University Communications and Marketing Story Guidelines

- Research and discovery that makes a positive impact on Michigan and the world
- Shapes reputation for MSU
- First, best or only
- Student success and distinctive student experiences
- Faculty success; grants, awards, fellowships
- What it means to be a Spartan
- Actions of change for a safer, healthier campus community
- Drives alumni pride and connection
- Reflect, integrate and align with inclusive excellence priorities/values
- TIMELY ←— Why this? Why now?

## Next Steps and Contact Information

- Reach out to our team at [provostcomms@msu.edu](mailto:provostcomms@msu.edu) or use our meeting intake form to share more details about your project and how we can best collaborate.
- Meeting intake form:  
[msu.co1.qualtrics.com/jfe/form/SV\\_2bOOFkim7CoTupo](https://msu.co1.qualtrics.com/jfe/form/SV_2bOOFkim7CoTupo)
- Once we review your request, a team member will reach out to discuss next steps.