

WashU Data Management & Analytics Marketing and Communications Strategy

Purpose: To **advance knowledge and skills, create a data-driven culture, and deliver excellence in customer experience** in alignment with the [guiding principles](#) of the WashU IT ImpactT strategy

Key messages: What the WashU community should know about us

- WashU Data Management & Analytics is here!
- We offer data from multiple sources that can help you make more informed decisions.
- The Data Warehouse contains Workday data and data not available in Workday (e.g., legacy platforms, Canvas, etc.).
 - Finance (Workday and legacy AIS)
 - Human resources (Workday HCM and legacy HRMS)
 - Research (Research Management System and NIH)
 - Space (Workday and Archibus)
 - Admissions (Slate undergrad; *Slate grad coming soon!*)
 - Student (Workday, PowerFAIDS; *legacy SIS, Canvas, and Monday.com coming soon!*)
- We create custom reports and dashboards that help you see the big picture and detect patterns, gain insights, and discover opportunities.
- We're helpful, capable, creative, and responsive.
- We have multiple success stories/testimonials from your colleagues.

Objectives with tactics for achieving marketing outcomes

1. **Create a data-driven culture** by increasing awareness of DMA, the data warehouse, business intelligence tools (Cognos, Power BI, and Tableau), and related products/services.
 - Reintroduce DMA roundtable meetings (some in person and some virtual).
 - Attend (and/or present at) Digital Transformation gatherings, ImpactT events, and other university-wide events.
 - Collaborate with other data-driven units in the community (e.g., Digital Intelligence & Innovation Accelerator [DI2]).
 - Brand ourselves to show we are relevant, collaborative members of the WashU community and increase awareness of what we do:

- Update and rebrand print collateral.
 - Update and rebrand the “What’s a Data Warehouse” video.
 - Brand dashboards, data dives, reports, etc.
 - Rebrand infographics.
 - Rebrand email communications so they are engaging and clearly represent DMA.
 - Rebrand PowerPoint presentations for training and other presentations.
 - Write blog entries/news stories to keep the community informed.
2. **Provide clear, concise, valuable website content about our products and services.**
- Rework homepage to add more details about the types of data in the warehouse and the kind of work people can do with our data (i.e., make it clearer that we are focused on operational data).
 - Show examples, if possible, without breaching confidentiality
 - Audit data.wustl website for outdated information, broken links, etc.
3. **Advance knowledge and skills.**
- Training
 - Email updates
 - Website content
4. **Promote products and services that create a data-driven culture.**
- Write and publish success stories on the website and share via university newsletters.
 - Expand content about datamarts on the website (more success stories, testimonials, types of questions that could be answered better or more completely with data); include links in news/stories to share with external audiences.
 - Redesign DMA infographics based on the content from Stephanie Evergreen’s keynote and data viz workshop (e.g., break into smaller parts, simplify as much as possible, etc.).
 - Produce how-to and informational videos to **advance knowledge and skills**.
5. **Design intentional training and communications solutions.**
- Increase the number of self-service learning resources (how-to videos, e-learnings, etc.).
 - Offer instructor-led trainings.
6. **Deliver excellence in customer experience by providing customer-centric service.**
- Ensure announcement emails are clear and concise and provide all critical information, including who to contact.
 - Reply to all data@wustl.edu emails in a timely manner and route issues to the appropriate team.

7. Increase team leads' awareness and understanding of marketing and communications efforts.
 - Create a snapshot of the results of our current marketing and communications efforts to measure our progress (e.g., number of marketing emails sent, open rates, click rates, webpage views., etc.).
 - Create report/dashboard.
 - Update and share metrics with team leads monthly.
 - Host info session to educate team about purpose and importance of marketing.
8. Increase team cohesion, awareness, collaboration through thoughtful and sustainable internal communications.
 - Create a DMA "intranet" on SharePoint with bios, links to calendars (e.g., Happenings), etc.
 - Create a new Teams channel for sharing personal stories/updates (e.g., pet/kid pics, big news, etc.).
 - Revive internal DMA info sessions.
 - Revise IT at-a-glance document.

Target audiences

Members of the WashU community (e.g., staff, researchers, grant writers, administrators, leaders) who benefit from accessing and analyzing data related to WashU's finances, human resources, research grant proposals and awards, physical spaces, admissions, and/or student data and the National Institutes of Health's programs and research.

Communication channels

- Website
- Email
- Newsletters (WashU IT and others)
- Print collateral (passport, stickers, flyers, standing banner, etc.)
- Intranet (SharePoint; for team comms)
- Ambassadors/in-person events (roundtable members, senior leadership, department/team leads, etc.)
- Workday Learning
- Presentations by DMA staff at events, meetings, etc.