

# WHAT IS THE CSC?

APLU's Council on Strategic Communications is a network of senior communications and marketing leaders at public research universities. The Council serves as a home for members to:

- Discuss common challenges and opportunities
- Share and elevate best practices
- Build relationships with fellow higher education communications and marketing leaders
- Work across institutions to build increased support for the value of public four-year research universities

# KEY WAYS TO ENGAGE

Supported by APLU's Office of Public Affairs, members have numerous opportunities to engage with the Council and connect with their colleagues from across North America.

## MEETINGS

### CSC Summer Meeting

The CSC Summer Meeting is the premiere event for senior communications and marketing officials to engage, network, learn, and exchange best practices with peers from other APLU member institutions.

#### Save the Date:



**2023 CSC Summer Meeting**

**July 16-18, 2023 | Salt Lake City, UT**

### APLU Annual Meeting

The APLU Annual Meeting convenes senior leaders from public and land-grant universities, providing CSC members with the opportunity to collaborate and learn from each other and other leaders across an array of senior leadership positions.

#### Save the Date:



**2023 APLU Annual Meeting**

**November 12-14, 2023 | Seattle, WA**

### Virtual Meetings

When we aren't convening in person, the CSC hosts virtual meetings at least once a quarter. Both topic specific and open forum style, these meetings allow the group to discuss timely issues facing public research universities. *(CSC-specific meetings are not recorded to allow for free-flowing and open conversations.)*

## NEWS UPDATES

### **APLU's Morning News Scan: Your Daily Higher Ed News Roundup**

A roundup of key news stories impacting higher education delivered to your inbox every morning.

### **Council on Strategic Communications Mailing List**

Stay in the loop on all CSC news and upcoming meetings, initiatives, and events.

### **A Public Voice: APLU's Biweekly Membership Newsletter**

A Public Voice keeps members abreast of APLU's advocacy work with policymakers in Washington, upcoming events, APLU projects and publications, and allows APLU to spotlight its members.

## PROMOTE YOUR INSTITUTION

Help us promote your institution! APLU is always seeking great stories and photos from our member institutions to use in graphics, as content on APLU's social media accounts, website, reports, publications, and newsletters.

## APLU MEMBER SPOTLIGHTS

APLU member institutions are on the forefront of innovation, pushing the boundaries of research and technology while educating the workforce of tomorrow. See [here](#) for submission requirements.

[Types](#) of member spotlight stories we look for:

- [Public Impact Research](#)
- Student success and graduation rate initiatives
- Innovative community engagement efforts
- A massive education initiative

## OTHER WAYS TO ENGAGE

### **Council on Strategic Communications Listserv**

Have a question? Ask your CSC peers through the CSC listserv.

### **Get Social**

Follow APLU on [Twitter](#) and [LinkedIn](#).

- » All new CSC members will be added to the CSC mailing list, A Public Voice, the Morning News Scan, and the listserv.



## CAMPUS PHOTOS

[Send us](#) up to 10 of your best photos (jpgs; at least 1000 pixels wide) named with the name of your institution, underscore, and then a brief description, so it looks like: UNM\_Research1.

Types of photos we're interested in include:

- Students in classrooms, interacting with academic counseling or financial aid services
- Student life outside of the classroom
- Scenic campus shots
- Students in research labs and facilities
- Commencement
- University outreach and engagement

**QUESTIONS? CONTACT [MACIE MARINETTO](#), SENIOR ASSOCIATE, APLU PUBLIC AFFAIRS**