



Rev. 6/14

## **Resource Packet: Strategic Communications Unit**

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### **1. Mission and goals of the Strategic Communications unit**

The mission of the Strategic Communications unit is based on MESA's statewide vision and purpose:

CA MESA vision:

“California's students excel in STEM pathways, from elementary to graduate school and into careers where they accelerate and build the Golden State's leadership in research, industry and service.”

CA MESA Program Purpose:

“CA MESA provides educationally and economically disadvantaged students and their families with the essential skills and resources to achieve success in school, career, life and STEM-related disciplines. CA MESA mobilizes and aligns the resources of California's diverse educational institutions, industry and other partners to create and implement an integrated program that maximizes impact and outcomes.”

The mission of the Strategic Communications unit is to advance the statewide vision and purpose, through an integrated marketing communications approach, with a focus on MESA's key stakeholders:

- Legislators
- The Governor
- Industry

- Education partners: UC, CSU, California Community Colleges, Association of Independent California Colleges and Universities, Department of Education (all segments of California education)
- UC Office of the President (steward of MESA, per state legislature)
- School district officials
- Local communities

The goals of the Strategic Communications unit are to advance MESA’s positioning by demonstrating the importance of MESA to the state’s economic health:

MESA is one of the state’s—and nation’s—foremost programs that prepares students academically to excel in science, technology, engineering and mathematics (STEM) so they will become STEM professionals.

**The unit also functions as a “gatekeeper” to ensure standardization of key language and information throughout MESA.**

Since 2004, Strategic Communications is the unit that assumes most of MESA’s advocacy responsibilities—to establish higher visibility for MESA to ensure continued funding in the state budget.

## **2. Language re: who MESA serves**

The following is the official language regarding whom MESA serves:

“MESA serves educationally disadvantaged students and, to the extent possible by law, emphasizes participation by students from groups with low rates of eligibility for four-year colleges.”

Whom MESA serves has been an extremely sensitive issue in the post-Proposition 209 period. It is important that center directors, as representatives of MESA, are aware of this issue, its sensitivities and resolution.

MESA originally was established in 1970 to increase the number of African American, Latino American, and American Indian students who excel in math and science and who go on to attain math-based degrees. In 1996, the passage of Proposition 209 banned the use of race, ethnicity or gender in state public employment, public education or public contracting. Therefore, MESA and many other programs had to revisit their mission language and targeted populations. Even before Proposition 209, MESA had recognized the changing political environment and had begun to broaden its definition of students served. Proposition 209 demanded an even greater broadening in the definition. Consequently, MESA adopted the language that appears at the beginning of this section to define whom the program serves.

### 3. MESA's logo, policy and formats

#### A. Where to find logo images

MESA logos in various sizes and formats are available at this unpublicized URL:



<http://mesa.ucop.edu/mesa/logos>.

This URL will later be transferred to the staff-only private network.



#### B. MESA logo policy




The logo is the primary symbol for MESA. It builds name recognition, creates a common visibility throughout the state and nation, and unifies all MESA programs. MESA has worked hard for almost 40 years to build a national reputation for academic excellence and achievement in mathematics, engineering and science—and the MESA logo reflects that reputation. Careful and consistent use of the logo will create opportunities for increased recognition in educational institutions, industry, underserved communities and the general public across California and the nation.

In order to better protect MESA's program and reputation,  (which includes ) has been registered as a service mark with the US Patent and Trademark Office and with the California Secretary of State. This legal action allows use of the federal registration symbol ®, which claims exclusive ownership of the mark and the services provided. The symbol ® is now incorporated into the logo design.

The goal of the logo policy is to protect and uphold the most important visual identity of the MESA program by ensuring a uniform protocol.

1. Only the MESA logo  (or ) is authorized to represent the program. The image (including the lettering) must not be disaggregated or re-created. The federal registration symbol ® must not be removed from the logo.
2. The logo may be reproduced in other solid colors, although priority should be either all black, all white, or two-color with Pantone 200 Red and black. The logo may not be reproduced in multicolors.
3. When using a commercial printer to print printing in two-color, specify the use of Pantone 200 (red) and black. Pantone 200 should not be substituted with another version of red.
4. All T-shirts must include the MESA logo on the front to ensure maximum

publicity, especially for television, newspapers, and other media. The MESA logo does not have to be the largest image on the front, but it must be visible.

5. The abbreviated MESA logo  should be used  
For small items such as lapel pins, pencils and pens, or  
For materials aimed at audiences already familiar with MESA who know what the program stands for. For instance, the abbreviated logo may be used for student t-shirts, internal notepads, etc.
6. The "sub-logos," specific to individual student programs (MCCP, MEP, MSP), may be used on a limited basis if absolutely necessary. However, the primary emphasis is on the more inclusive MESA logo. The logo policy applies to the sub-logos.
7. All websites must display the MESA logo correctly and have a hotlink to the MESA statewide website. A web version of the logo is included on the MESA logo website.
8. Authorized use of the logo resides with MESA Center Directors and Center staff, not with outside vendors. Vendors may produce promotional merchandise only after receiving orders from individual Center staff. No vendor is authorized to promote a special relationship with MESA.
9. The Center Director is authorized to oversee use the MESA logo, and is responsible to uphold the above policies. The Center Director is charged with protecting the integrity of the logo in any and all activities undertaken by the Center.

### **C. Different MESA logo formats and how to use them**

**Encapsulated PostScript (EPS)** format produces the sharpest and cleanest reproductions for printing. EPS files are scalable, so you can size the logos to your needs. Professional designers and printers most likely will prefer receiving EPS versions of the MESA logo. The very large and small images available on the logo website have been adjusted for better proportion—for instance, the large logo has been adjusted for use on large banners, and the small logo (designed without the "Mathematics, Engineering, Science Achievement" lettering) has been adjusted for use on pens and pencils, etc.

**Joint Photographic Experts Group (JPEG)** format is most commonly used for graphic images on the Web.

**Windows Meta File (WMF)** format works best when inserting the logo into files produced by Windows software including Word, PowerPoint and Excel.

**Tagged-Image File Format (TIFF)** format produces large files, as the image embeds the white background as well as the logo itself. Try the first three file formats and if they don't work out, then try TIFF.

## 4. Strategic Communications resources

### **MESA newsletter**

*MESA News*, the print newsletter, is directed primarily to current and potential key stakeholders and tells how MESA makes a difference to students and their communities. It emphasizes industry and education partnerships, MESA center achievements, awards to students, and tells the story of successful MESA students who have gone on to become STEM professionals in California industry. The newsletter has a regional focus and is currently published once a year, preceding the start of the academic year.

In addition to 3,000 copies mailed from the MESA statewide office, a number of copies are mailed to each center for distribution to local key stakeholders including Principal Investigators, education/industry partners, campus public affairs/media relations office, local elected officials, etc. Our experience has shown that newsletters and other publications are read more frequently if they come from a source that is familiar (you). Additional newsletters may be obtained by contacting Marilyn Baker at [marilyn.baker@ucop.edu](mailto:marilyn.baker@ucop.edu) or 510-987-9341.

Story ideas, photos/images from centers are always welcome. *Photos must be high-resolution (1 MB or better) images so they can be used in professionally printed publications.* Low-resolution images may work for the web but will blur in quality print publications.

### **MESA Newswatch**

MESA Newswatch is a weekly e-newsletter that updates more than 500 readers on news stories about education and STEM-related areas as well as news coverage of MESA. We rely on center directors to send us these articles and/or links, so please notify us when your center receives media coverage. We are unable to use articles if they do not mention MESA in the text.

### **MESA website**

***MESA's website is currently undergoing a complete overhaul and redesign, scheduled to debut summer 2014. Stay tuned!***

MESA's website at <http://mesa.ucop.edu> provides basic information about MESA to the general public. All MESA staff members should visit the site and become familiar with its contents. Of special interest to directors are:

\* *Staff Room.* This section is located on the far left column of the website. It contains downloadable forms for internal use. *This section is password-protected.* Please see MESA program staff to obtain the appropriate password for your division.

\* *MESA Center Directory.* This section lists all MESA centers, directors, addresses and phone numbers and information. Note: We rely on directors to inform us of errors/changes in address, phone numbers, etc. Please contact

Strategic Communications for any changes that need to be made in the directory.

\* *Information sheets*. (backgrounders) <http://mesa.ucop.edu/backgrounders/>These one-page sheets, downloadable from the website's front page, include

- MESA basics infographics
- MESA Overview (English and Spanish versions)
- Beating the Odds (success statistics)
- MESA Schools Program (MSP) (English and Spanish versions)
- MESA Community College Program (MCCP)
- MESA Engineering Program (MEP)
- About MESA's National Awards

\* *Infographics* In the backgrounders section list: designed to be shared electronically

\* The “*Press clippings*” section provides hotlinks to newspaper articles that mention MESA and is an excellence source of statewide—and sometimes national—publicity about MESA. The Strategic Communications unit relies on MESA's directors to alert us to newspaper articles. We are unable to use articles if they do not mention MESA in the text.

### **MESA brochure**

MESA publishes an annual brochure that includes data on the number of students served, successful program outcomes, a list of corporate and educational partners, a map of MESA centers across the state, and a list of members in MESA's board of directors. Copies of the brochure are mailed to centers to be used as a general introduction piece to MESA.

### **Social media marketing**

MESA incorporates social media as a component of its strategic communications vehicle. MESA's goal is to develop a social network around all of MESA various social media tools. All MESA directors are encouraged to create center profiles for Twitter and Facebook, to “like” the Facebook alumni page and subscribe to the YouTube channel, etc.

#### **Facebook**

Primary audience: students, directors, advisors

MESA's Facebook page is used primarily to share campus/center achievements, student success, and useful education news

<https://www.facebook.com/mesa.statewide>

#### **Facebook alumni page**

Primary audience: MESA alumni

Used to update alumni of MESA happenings and share pertinent STEM industry news and trends.

<https://www.facebook.com/pages/MESA-Alumni/156706947725130>

#### **Twitter**

Primary audience: industry, legislators and campus public information offices

Used to share MESA successes, collaborations and useful STEM and education news  
@MESASTEM  
<https://twitter.com/MESASTEM>

### **YouTube**

Primary audience: all

Communications occasionally develops videos to tell the MESA story. These videos, could be used in presentations to schools, educational institutions, potential funders, and other audiences.

<http://www.youtube.com/user/MesaCA1>.

### **LinkedIn**

Primary audience: alumni

Used to provide an opportunity for all MESA alumni to stay in touch and support each other through career changes. “MESA California Statewide” LinkedIn group

<https://www.linkedin.com/groups?home=&gid=991757&trk=anet ug hm>

### **Instagram**

Primary audience: students

Typically used for events such as MESA conference, MESA Days, graduations etc as a forum for MESA and students to share images.

@MESASTEM

### **Google+**

Primary audience: all

Used primarily for search engine optimization purposes; same postings as main Facebook page.

MESA STEM

### **MESA listservs**

The statewide office oversees four listservs—one for all directors and one for each of the three MESA programs. As a subscriber, you can receive, post and respond to messages through the listserv. To subscribe to your MESA program listserv, e-mail Marilyn Baker at [marilyn.baker@ucop.edu](mailto:marilyn.baker@ucop.edu) and ask her to add your name to the listserv. *You must specify which MESA listserv you want to subscribe to.* Marilyn is the only person who can add names to these lists. You must include your e-mail address and your name.

### **Press releases and publicity**

Due to staffing limitations, MESA is only able to develop a small number of press releases, mostly regarding MESA-initiated statewide events and activities. Directors are encouraged to develop relationships with individual campus public information offices. PIO staff members are familiar with the education beat reporters for their local areas and usually are interested in developing articles that will benefit their campus. If you are contacted by media and need assistance in answering questions, let us know.

For any questions or comments regarding Strategic Communications, please contact Danielle McNamara, [Danielle.mcnamara@ucop.edu](mailto:Danielle.mcnamara@ucop.edu) or 510-987-0230.