



HLC Accreditation 2020-2021

Evidence Document

Strategic Communications

Strategic Communications Home Page

Additional information: See more information at the Strategic Communications
Website: https://www.wichita.edu/services/strategic_communications/ (Accessed May 25, 2021.)



Strategic Communications

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We are enthusiastic ambassadors and storytellers of all things Wichita State—
from our mission, vision and values to the positive impact Shockers make
locally, regionally and globally.

[Contact Us →](#)



#WSUNow

Learn about our current campaign focused on WSU's innovative approach to learning and how you can share what you're innovating, designing, researching, studying or creating.

[#WSUNow →](#)

Tools & Resources



[TEMPLATES >>](#)



[WSU NEWSROOM >>](#)



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[BRAND STANDARDS >>](#)



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How we serve WSU

We leverage our wide range of creative and strategic expertise to help our clients maximize their marketing impact through:

News releases and stories >>

Telling WSU's amazing stories and connecting with the media to inform on major announcements and achievements.

Internships >>

Providing real-world experience through more than eight Shocker student internships every semester.

Marketing Strategy >>

Conducting research, analysis and messaging to effectively promote WSU's brand on and off campus.

Internal communication >>

Helping the WSU campus communicate together, promote events and tell their stories.

Web >>

Communicating university messages through multimedia storytelling, design, web development and SEO.

Social Media >>

Utilizing multiple social media channels to creatively engage our community and external audiences.

Advertising >>

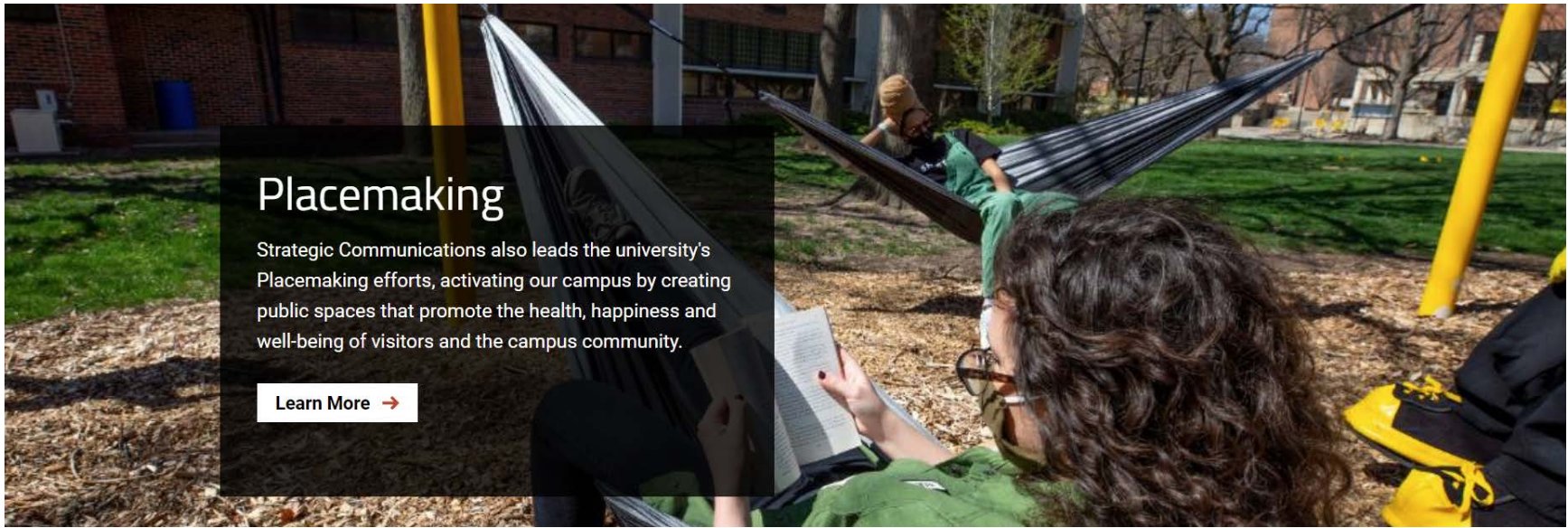
Maximizing the effectiveness of ad spends through correct channel selection and media buys.

Creative Services >>

Creating compelling narratives through graphic design, video, photography, writing and project management.

Event Planning >>

Managing major campus events and assisting clients—from booking facilities and food services to event promotion.



Placemaking

Strategic Communications also leads the university's Placemaking efforts, activating our campus by creating public spaces that promote the health, happiness and well-being of visitors and the campus community.

[Learn More →](#)

Follow Us!

Stay connected with Wichita State University through our official social media channels.


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