

2.3.2 Communication Plan to highlight faculty achievements

Accomplishments to Date:

The Communication Plan include, but not limited to:

- Facilitating morning show bookings to display professors' expertise, projects, and programs
- Matching faculty with reporters to serve as experts for articles and interviews
- Publishing faculty spotlights in the online newsletter "FAMU Forward" and the print publication "A&M Magazine"
- Submitting faculty news to the local newspaper of record, the "Tallahassee Democrat," for its campus notes section
- Sending out press releases, pitches, and media advisories that promote faculty achievements locally, regionally, and nationally and to educational news mediums such as the "Chronicle" and "Diverse Issues."

The Office of Communications, in conjunction with members of its Communicators Network, worked with new and existing media partners to help promote the impact of FAMU's renowned faculty. Faculty members were featured or interviewed in new and national/regional publications such as Out Front Magazine in Pensacola, Fla., Diverse Issues, Rapid News, Capitol News, HBCU Research Magazine in Washington, D.C., and trade publications.

Other efforts included:

- Featuring the University's top 10 principal investigators in the Summer issue of A&M magazine
- Promoting the Principal Investigator Appreciation Luncheon & Researcher of the Year Awards
- Pitching Professor Thomas Sawicki's (of the College of Science and Technology) new species discoveries to producers at CNN and Science Daily
- Announcing Actress T'Keyah Crystal Keymáh as a new Artist-in-Residence at FAMU
- Pitching professors as experts to national and local media such as National Federation of Independent Business News, Capital Outlook, CBS-WCTV, NPR-WFSU, ABC-WTXL
- Working closely with the Tallahassee Democrat to publish more highlights about our faculty, especially in the campus notes section
- Publishing content on three faculty-related grants
- Utilizing Wire Services to obtain national reach of faculty-related news

- Focusing on capturing more video and photos of faculty in action and at events on campus
- Publishing content around faculty community presentations
- Sending out press releases and news tips that promote faculty achievements locally, regionally, and nationally and to educational news mediums
- Working to update faculty experts database

Examples of reporting of faculty achievements include:

As of September 2017:

Florida A&M University Launches a New Digital Learning Initiative

<https://www.jbhe.com/2017/06/florida-am-university-launches-a-new-digital-learning-initiative/>

Ablordeppey, Sachdeva earn top research honors at FAMU

<http://www.tallahassee.com/story/news/2017/08/11/ablordeppey-sachdeva-earn-top-research-honors-famu/560817001/>

FAMU awarded \$4.9m for 3D printing micro and biomedical materials

<https://3dprintingindustry.com/news/famu-awarded-4-9m-3d-printing-micro-biomedical-materials-119884/>

FAMU Agriculture Professors Receive Statewide Honors

<http://www.tallahassee.com/story/news/2017/07/09/campus-notes/460366001/>

Florida A&M awarded \$2 million NSF grant to advance STEM studies

<http://www.tallahassee.com/story/news/2017/06/14/florida-a-m-awarded-2-million-nsf-grant-advance-stem-studies/397365001/>

Two FAMU COPPS Professors Granted Study Section Membership By HHS

<http://www.tallahassee.com/story/news/2017/06/25/campus-notes/424037001/>

FAMU Awarded \$4.9M Grant to Promote Research Excellence in Novel Materials, Devices and Additive Manufacturing

<http://www.blackprwire.com/press-releases/bprw-famu-awarded-4-9m-grant-to-promote-research-excellence-in-novel-materials-devices-and-additive-manufacturing>

FAMU Professor Partners with FSU Professor to Diversify Education Ranks

<http://www.tallahassee.com/story/news/2017/07/08/fsu-famu-partners-awarded-1-million-diversify-research-ranks/460979001/>

Interim dean of FAMU's journalism school racks up long list of firsts

<http://capitaloutlook.com/site/driven-in-her-ways/>

Chicago's Own T'Keyah Crystal Keymah awarded FAMU Artist-In-Residence

<http://www.chicagonow.com/seven-gunn-says/2017/08/chicagos-own-tkeyah-crystal-keymah-awarded-famu-artist-in-residence/>

How FAMU's LeRoy Pernel plans to continue the College of Law's path toward a bright future

<https://www.bizjournals.com/orlando/news/2017/07/24/how-famus-leroy-pernell-plans-to-continue-the.html>

FAMU's Robert Taylor Discusses Hemp Research Program

<http://www.nbc-2.com/story/35709681/florida-universities-begin-laying-framework-for-industrial-hemp-projects>

FAMU Health Ed Professor Offers Insight About State's Indoor Recess Option

http://www.wtxl.com/news/florida-schools-have-the-option-to-hold-recess-indoors/article_22853c62-6ccd-11e7-ad3c-579208bcceb6.html

LaTanya White says investments, entrepreneurship key to sustainable Southside

<http://capitaloutlook.com/site/investments-entrepreneurship-key-to-sustainable-southside/>

As of May 30, 2017

NSA and Homeland Security Designate FAMU as a National Center of Academic Excellence in Cyber Defense Education

The Charleston Chronicle

<http://www.charlestonchronicle.net/115269/2152/nsa-and-homeland-security-designate-famu-as-a-national-center-of-academic-excellence-in-cyber-defense-education>

FAMU Designated a Leader in Cyber Defense Education

The Journal of Blacks in Higher Education

<https://www.jbhe.com/2017/04/florida-am-university-designated-a-leader-in-cyber-defense-education/>

FAMU-FSU College of Engineering Dean Eyes the Top Tier Prize

WFSU

<http://news.wfsu.org/post/famu-fsu-college-engineering-dean-eyes-top-tier-prize>

FAMU signs agreement to create ecologically engineered energy-water-waste facility

WCTV

<http://www.wctv.tv/content/news/FAMU-signs-agreement-to-create-ecologically-engineered-energy-water-waste-facility-419315924.html>

FAMU unveils new campus solar pod

Tallahassee Democrat

<http://www.tallahassee.com/story/news/2017/04/23/campus-notes/100762264/>

Florida A&M gets Ivy League invite to help diversify corporate workforce

Tallahassee Democrat

<http://www.tallahassee.com/story/news/2017/04/26/florida-m-gets-ivy-league-invite-help-diversify-corporate-workforce/100898716/>

FAMU professor honored as a 'Woman on the Move'

Tallahassee.com

<http://www.tallahassee.com/story/news/2017/03/19/campus-notes/99321524/>

People on the move

Orlando Sentinel

<http://www.orlandosentinel.com/business/os-bz-people-on-the-move-tuesday-041117-story.html>

As of March 23, 2017

<http://www.tallahassee.com/story/news/2017/02/03/discovery-event-opens-door-startup-possibilities-initiated-tallahassee/97425306/>

http://www.wtxl.com/news/famu-professor-talks-about-black-history-month-involvement/article_d09f83b8-e8d2-11e6-a13a-cb18ad5719b2.html

<http://www.orlandosentinel.com/news/space/os-famu-mars-20161123-story.html>

http://www.wtxl.com/news/hbcu-community-and-law-enforcement-strategize-to-strengthen-relations/article_df3a22fc-de73-11e6-9e80-33cfc53bbcb.html

<http://www.famunews.com/2017/03/engineering-professors-receive-first-crest-rise-award/>

http://www.wtxl.com/lifestyle/coming-soon-the-famu-new-high-tech-hospital-simulation-lab/article_f2964300-ee5-11e6-9b4e-7344a095a975.html