

August 6-7, 2025

FAMU Office of Communications

2025 Board of Trustees Retreat Presentation

Alonda Thomas, Ph.D.

VP, Chief Marketing & Communications Officer



DID YOU KNOW?

“Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of other competitors. Your brand is derived from who you are, who you want to be, and who people perceive you to be.”

Entrepreneur Magazine

CREATIVE SERVICES

Flyers | Logos | Branding



Strike, Strike, and **Strike Again!**



Marketing and University Events

Boldly Striking Strategy 3.2.1.
Advance and Promote the University's Brand through the Use of Consistent Messaging and Innovative Communication Strategies.

Strike, Strike, and Strike Again!

Boldly Striking Strategy 3.2.1

Develop and Execute an Integrated Marketing Communications Plan

FAMU Best of Both Worlds Campaign



Strike, Strike, and **Strike Again!**



Boldly Striking Strategy 3.2.1

Develop and Execute an Integrated Marketing Communications Plan

FAMU Best of Both Worlds Campaign

A composite graphic for the FAMU Best of Both Worlds campaign. It features a central image of a smiling young woman in an orange shirt, with her hand to her ear. To her left is a marching band member in a white uniform and tall shako. To her right is a woman in a white lab coat in a laboratory setting. The background is a dark, textured blue. Text elements include a quote on the left, the FAMU logo and 'BEST OF BOTH WORLDS' in the center, a 'BEST COLLEGES' award badge on the bottom left, and descriptive text about FAMU's offerings on the bottom right. The website 'famuedu' is at the bottom right.

“THE BEST OF BOTH WORLDS MEANS EQUALLY GIVING THE BEST OF ME TO TWO PASSIONS: MARCHING BAND AND THEATER. IT'S NOT EASY TO BE A THEATER SCHOLAR AND A MEMBER OF THE MARCHING 100. THE STANDARD OF EXCELLENCE IS DIFFERENT.

Oluwamodupe "Dupe" Oloyede, 4th year theater performance student and Marching 100 Drum Major, Atlanta, Ga.

BEST COLLEGES
A WORLD REPORT
USNews
NATIONAL UNIVERSITIES
PUBLIC
2025

FAMU
BEST OF BOTH WORLDS

Florida A&M University offers students the best of both worlds through a challenging academic environment and a cultural experience that is unmatched. Scholars choose FAMU to excel in **100+ program offerings** such as business, artificial intelligence, pharmacy, architecture, and nursing.

WELCOME TO WHERE YOU BELONG. YOUR FUTURE STARTS HERE.

famuedu

Strike, Strike, and **Strike Again!**



Boldly Striking Strategy 3.2.1.3

Build and Enhance External Partnerships to Increase Brand Awareness and Reach

FAMU COMMENCEMENT SPEAKERS



FRIDAY, DECEMBER 13 | 6 P.M.
MALINDA WILLIAMS
ACTRESS, AUTHOR AND
FOUNDER OF THE ARISE
AND SHINE FOUNDATION



SATURDAY, DECEMBER 14 | 9 A.M.
MARC H. MORIAL
PRESIDENT AND CEO,
NATIONAL URBAN LEAGUE

FAMU
FALL 2024
COMMENCEMENT
ALFRED LAWSON JR. MULTIPURPOSE CENTER AND TEACHING GYMNASIUM

WATCH LIVE ON
FAMUTUBE1887
FAMU1887



FAMU
SPRING 2025
COMMENCEMENT
ALFRED LAWSON JR. MULTIPURPOSE CENTER AND TEACHING GYMNASIUM

WATCH LIVE ON
FAMUTUBE1887
FAMU1887



FRIDAY, AUGUST 1 | 6 P.M. ET
LATERRAS R. WHITFIELD
AWARD-WINNING CEO, WHITFIELD FILMS

FAMU
SUMMER 2025
COMMENCEMENT
ALFRED LAWSON JR. MULTIPURPOSE CENTER AND TEACHING GYMNASIUM

WATCH LIVE ON
FAMUTUBE1887
FAMU1887

Boldly Striking Strategy 3.2.1.3

Build and Enhance External Partnerships to Increase Brand Awareness and Reach

E.S.T.E.A.M.ED Summit at FAMU Uplifts Through Wellness, Leadership, and Technology



Created by actress, producer, and changemaker Malinda Williams, the E.S.T.E.A.M.ED Summit—short for Entrepreneurship, Science, Technology, Engineering, Arts, Math, and Education, blends mentorship and professional development to affirm the brilliance and potential of collegiate HBCU scholars.

Boldly Striking Strategy 3.2.1.3

Build and Enhance External Partnerships to Increase Brand Awareness and Reach

Getty Images Partnership



Florida A&M University has entered into a new content licensing partnership with Getty Images, a preeminent global visual content creator and marketplace.

Boldly Striking Strategy 3.2.1.2

Utilize FAMU Digital Platforms and Immersive Media Technology to Engage Diverse Audiences.

FAMU's Official Social Media Platforms



Facebook: Florida A&M University – 153K Followers

X: @FAMU_1887 – 60.5K Followers

Instagram: @FAMU_1887 - 138K Followers

LinkedIn: Florida A&M University – 87K Followers

Boldly Striking Strategy 3.2.1.5

Create and Reinforce Opportunities that Feature the University as an Intellectual Powerhouse

BLACK HISTORY MONTH EVENT



The Office of Communications hosted the **FAMU Black History Month Fireside Chat with Roy Wood Jr.**, which garnered pre- and post-event media coverage from the *Tallahassee Democrat*, *Sirius XM radio*, and *WFSU FM*.



Boldly Striking Strategy 3.2.1.6

Systematically promote FAMU's Outstanding Contributions and its Role as a Critical Resource and Valuable Education and Economic Partner

President Beard Op Ed: FAMU Day at the Capitol



Strike, Strike, and **Strike Again!**

Boldly Striking Strategy 3.2.1.6

Systematically promote FAMU's Outstanding Contributions and its Role as a Critical Resource and Valuable Education and Economic Partner



The Office of Communications hosted the **2025 Harambee Festival** at Cascade Park, which was attended by more than 3,000 FAMU and City of Tallahassee community stakeholders.

Media Relations / Executive Communications

Boldly Striking Strategy 3.2.2

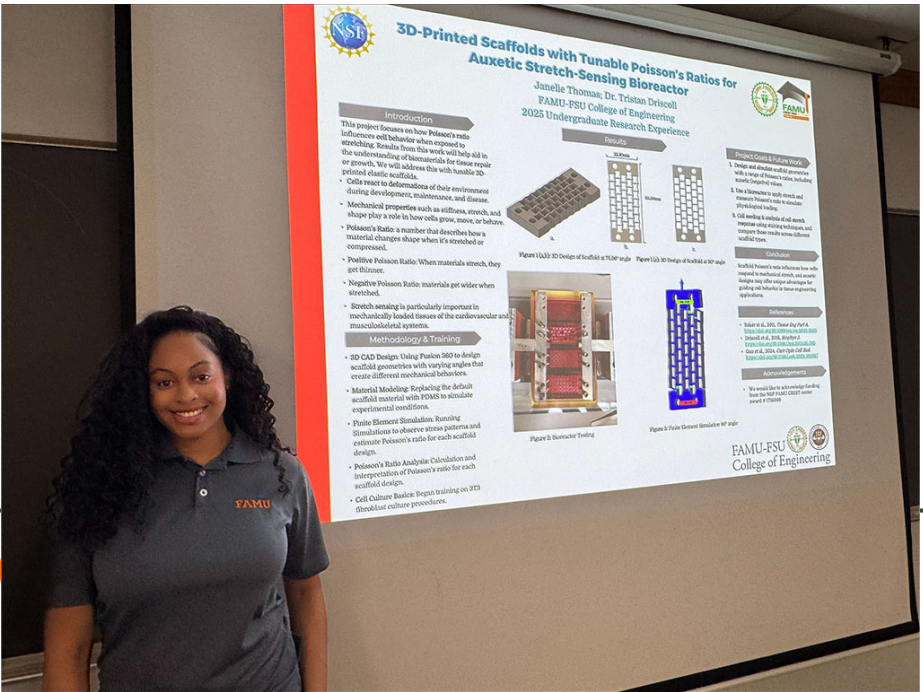
**Highlight faculty, staff, student, and alumni capabilities
to Elevate their Profile for External Demand**

Strike, Strike, and Strike Again!

Boldly Striking Strategy 3.2.2

Utilize Appropriate Platforms to Promote University Experts, Students and Alumni Based on Field of Expertise

Rattlers on the Rise: Summer Internship Series



Strike, Strike, and Strike

Academic Excellence

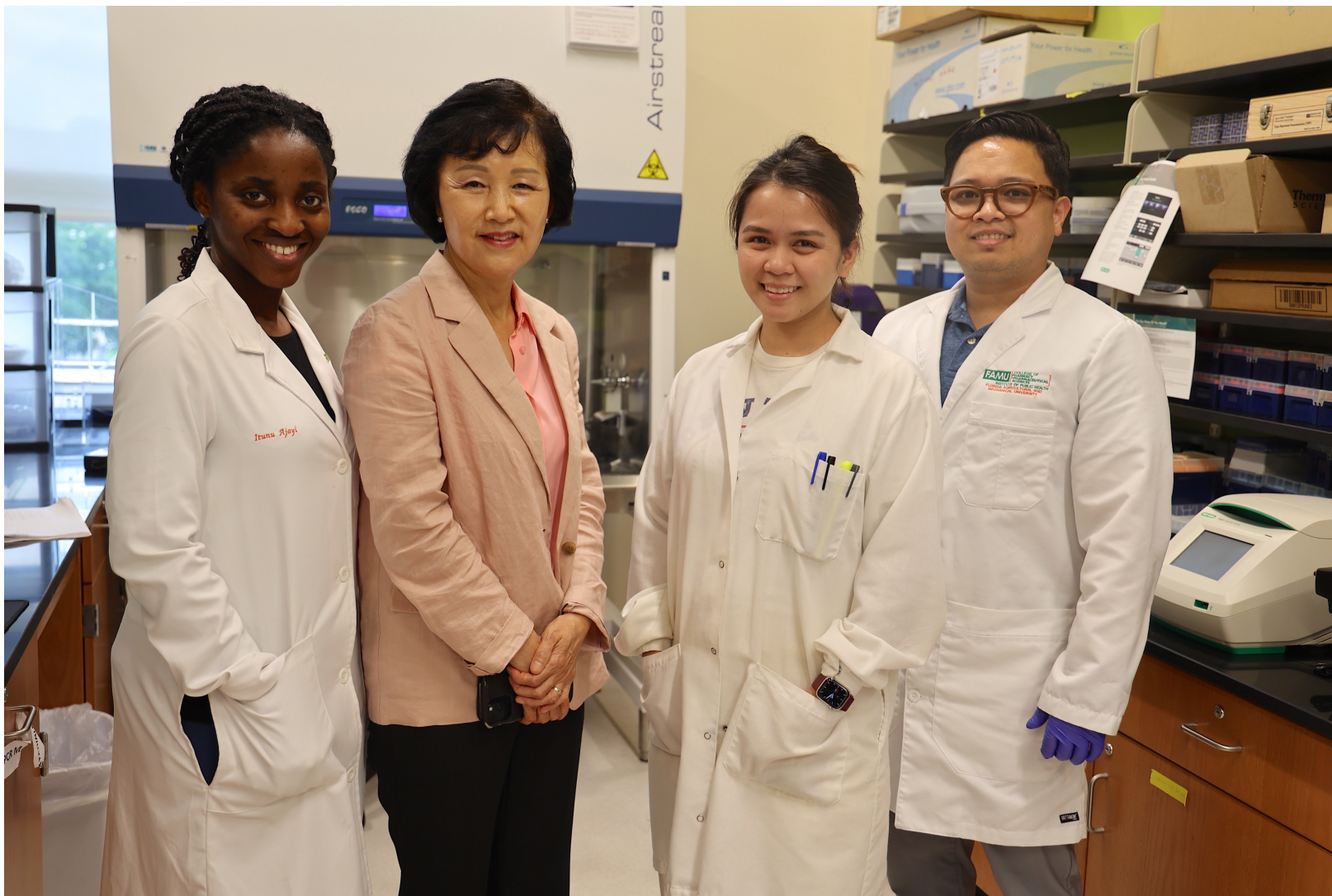
FAMU Named #1 HBCU for Online Programs by Forbes



Florida A&M University (FAMU) has been named the **#1 HBCU for Online Programs** by *Forbes Advisor*, securing the top spot in its 2025 rankings of Historically Black Colleges and Universities offering high-quality, flexible, and affordable online degrees.

Academic Excellence

World Brain Day: FAMU CoPPS, IPH Professor Eun-sook Yu Lee Receives Third R01 Grant to Study Parkinson's Disease



In honor of World Brain Day, the FAMU recognizes Professor **Eun-sook Yu Lee, Ph.D.**, who recently received her third R01 grant in the amount of **\$3,386,262**. This five-year grant, titled “**Mechanism of Manganese (Mn)-induced neurotoxicity *via* microglial Leucine Rich Repeat Kinase 2 (LRRK2)**,” will study the contributing factors in Parkinson's disease.

Academic Excellence

Florida A&M University Professor John Luque Named 2025-26 Fulbright Scholar



Florida A&M University (FAMU) Professor John Luque, Ph.D., MPH, has been named a Fulbright U.S. Scholar 2025-26 for Ecuador. He will spend the fall semester on sabbatical in Quito, Ecuador to conduct research on colorectal cancer screening education at the Universidad San Francisco de Quito (USFQ).

Media Relations Highlights

- **Bloomberg News** informational interview with **VP William Hudson** on the strength of our career recruitment efforts for students in today's climate. (February 2025)
- **New York Times** interview with **Dr. Shelby Chipman** on HBCU marching bands in past Super Bowls. (January 2025)
- **ESPN Andscape** interviews with **Chief Audrey Alexander** and **President Timothy Beard** on campus safety. (Dec. 2024)
- **Spectrum News** interview with **Dr. Ifeakandu Okoye** (SBI) on economics and tariffs (Dec. 2024)
- **Rolling Out** and **WCTV** commencement stories on Brionna Carswell, first FAMU graduate of the Materials Science and Engineering program. (Dec. 2024)

Protecting the Brand Socially

- **Be consistent**
 - Commit to posting consistently: daily, 3 times a week, etc.
 - Establish a lane: informative; quirky; inspirational; etc.
- **Be prepared for potential negative responses**
 - You don't have to engage with cyber bullies; however, if you make a mistake, apologize quickly.
- **"Posts are my own"**
 - Although your posts are a reflection of you, that could also be interpreted as a reflection of your employer.
 - Having First Amendment rights does not protect you from public opinion or legal issues.
 - Media may pull content from your platforms to quote you.

2025-26 Goals

Strike, Strike, and **Strike Again!**

2025-26 Top Goals

- **Execute the Best of Both Worlds Campaign**
 - Highlight students/faculty from all 14 Schools and Colleges
- **Manage a successful Presidential Transition**
 - Improve alumni engagement
 - Maintain open communication with students
 - Foster a relationship of transparency and trust with stakeholders
- **Continue to tell FAMU's story through faculty and student profiles**
- Utilize alumni success stories to demonstrate how FAMU offers graduates the Best of Both Worlds.



THANK YOU !!

Strike, Strike, and **Strike Again!**

