

TEXAS WESLEYAN

# CONTENT MASTER PLAN

2023-24 ACADEMIC YEAR

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## ACADEMIC YEAR THEME: A SMARTER FUTURE

Defining "smarter" in our *Smaller. Smarter.*

When looking at synonyms of smart (brainy, quick-witted, clever, bright), a common theme appears in the definitions: **talent and skills**. However, it is not just the talent and skills themselves, but how the talent and skills is helping the greater good. Throughout this academic year, all content should be able to clearly show how the moves TXWES is making helps students, faculty, staff and alumni showcase their unique talents and improve their skills to help our community.

Example One: The new athletic stadium is

- Helping our student-athletes showcase their athletic talents and gain more skills - bringing leadership knowledge to help lead the community
- Helping student-athletes in surrounding community showcase talents and gain skills - giving rise for more athletes to get scholarship and education opportunities
- Bringing more pride to TXWES by cheering on talents; building event planning skills for students who want to host events
- Bringing alumni support to student-athlete talents
- Allowing students wanting to study sports communication can build skills by getting "on-field" reporting
- A smart choice for Southeast Fort Worth

Example Two: Student Life

- Helping showcase different talents of students through different organizations and events - building bonding, community and leadership
  - Building skills with workshops, events, etc. that can be used beyond graduation
  - Gaining healthy skills for coping mental health
  - Getting skills through volunteer services - helping beyond our walls
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# **PERSONA 1: PROSPECTIVE STUDENT - HIGH SCHOOL**

<b>Persona Name:</b>	Mia
<b>Background:</b>	High School Student Has a part-time job in local restaurant First kid, first to go to college
<b>Demographics</b>	Skews female Ages 14-24 Family Income of \$60K a year Lives with mom + siblings in White Settlement
<b>Identifiers:</b>	Active with student activities in high school Wants to make a difference in her community Prefers text and social media to get info
<b>Goals:</b>	Graduate high school and start college Get scholarships and financial aid to help offset education costs Get a good job after graduating college to become financially stable
<b>Challenges:</b>	Cost of college First generation student, doesn't know what the process is like
<b>What We Can Do:</b>	Create roadmap of the college process Provide more info/clarification on how to get financial aid Get them connected to admissions counselors
<b>Real Quotes:</b>	"I'm afraid of making the wrong decision" "I want more explanation of financial aid"
<b>Common Objections:</b>	Texas Wesleyan's tuition is high Small school = lack of options (food, dorms, majors) Confused about the process
<b>Marketing Message:</b>	A small school offers individualized attention: from helping you make the right college decision to far beyond graduation

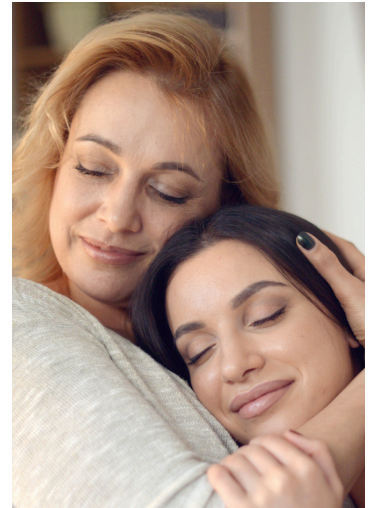


**Elevator Pitch:**

Not only do we offer big merit scholarships, but you can also earn scholarship money as you complete steps toward starting your first day of school. Let us show you how you can better afford a private education.

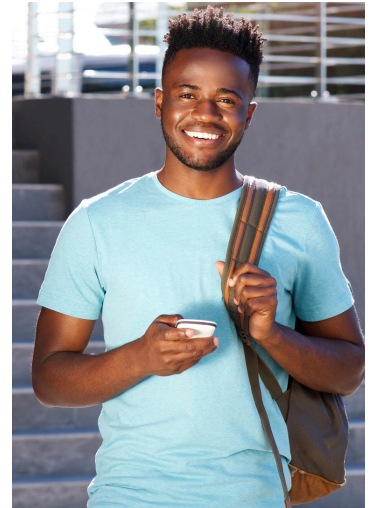
**PERSONA 2: PARENT**

<b>Persona Name:</b>	Lola
<b>Background:</b>	Single mom raising 3 kids, working full-time as an administrative assistant Never went to college
<b>Demographics</b>	Skews female Age: 52 Salary: \$55K Houston
<b>Identifiers:</b>	Works hard for her family and wants to provide her kids with more than she had Communication: Email
<b>Goals:</b>	Help her kids get an education May also look into getting a degree to show her kids it can be done
<b>Challenges:</b>	Works full time, runs kids to activities, so has limited time Limited funds
<b>What We Can Do:</b>	Help her kids get scholarships Help her navigate and transition kids to college Help her know her kids are in good hands
<b>Real Quotes:</b>	"I want my kid to be able to get a good job after graduation"
<b>Common Objections:</b>	It's expensive Don't understand the demands/needs of college Doesn't always see the value



## PERSONA 3: ON-CAMPUS STUDENT

<b>Persona Name:</b>	Eli
<b>Background:</b>	Student-Athlete Works part-time in the off season Family lives in Louisiana Majoring in criminal justice
<b>Demographics</b>	Male (Skews Female) 20 (Avg. age 18-27) \$13/hr, part time Fort Worth (on campus)
<b>Identifiers:</b>	Really loves sports Has a hard time keeping focused on school work, but wants to do his best A bit of a partier Communication: Wants an app
<b>Goals:</b>	Graduate college – get better grades Wants to do more for his community Be a top athlete
<b>Challenges:</b>	Hard to juggle all his work/practices Not sure how to get more involved or if he has time
<b>What We Can Do:</b>	Let him know how we can help – ASC, coaches, etc. Share ways to get involved without feeling overwhelmed.
<b>Real Quotes:</b>	“I don’t know when events are happening” “It’s hard to juggle practice and classes”
<b>Common Objections:</b>	Feeling like student life is lacking Feeling overwhelmed with costs and time



## PERSONA 4: COMMUTER STUDENT

<b>Persona Name:</b>	Maria
<b>Background:</b>	Has a full time job as a waitress Majoring in business with a minor in communications
<b>Demographics</b>	Skews Female 22 (Avg. age 18-27) \$10 hr + tips Grand Prairie
<b>Identifiers:</b>	Loves photography Shy, but sweet Very career motivated, but lacks time due to work schedule Communication: Social Media
<b>Goals:</b>	Run a photography business
<b>Challenges:</b>	Work-life balance since she works full time Not finding ways to help accomplish goals
<b>What We Can Do:</b>	Encourage getting involved in things to help her interests Commuter student centered events
<b>Real Quotes:</b>	"I don't know when events are happening" "I don't have any where to go"
<b>Common Objections:</b>	Feeling like student life is lacking Feeling overwhelmed with costs and time



## PERSONA 5: ALUMNI

<b>Persona Name:</b>	Denise
<b>Background:</b>	Assistant Principal Worked at the same school for 15 years Divorced, 3 grown kids Received a bachelor's in education
<b>Demographics</b>	Skews Female Age: 57 Income: \$90,000
<b>Identifiers:</b>	Loves to volunteer in the community when she can Tries to live a healthy life style Divorced and empty nester Communication: Facebook, Email
<b>Goals:</b>	Get to retirement Pay off house Help take care of grandkids Give back to the community
<b>Challenges:</b>	Economy is making it hard to retire
<b>What We Can Do:</b>	Get her connected to volunteer activities with the university Help make "life plans" (like retirement) known
<b>Real Quotes:</b>	
<b>Common Objections:</b>	Didn't have much pride for the university after graduation Doesn't see the benefit in helping TXWES



## CONTENT TIMELINE

- Summer: Advancement Campaign & New President
- September: Student Life
- October: Masters of Science in Computer Science
- November: Music
- December: SCUBA



- January: Spanish/Languages
- February: BHM
- March: TXWES' Community Impact
- April: Theatre
- May: Nursing/Medical Careers

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## **MAY, JUNE, JULY & AUG.**

### **ADVANCEMENT CAMPAIGN**

#### **Advancement Campaign**

Advancement is ready to go public with the Engage. Inspire. Invest. campaign.

Audience: Alumni/Community

- Endowment Brochure Copy**
- Athletic Stadium Brochure Copy**
- Sharing stories of alumni who give**
- Advancement Video: Student-Athletes**

A video that tells the story of student-athletes, but from the prospective of them being a student first. The video should follow theme — How athletics is a vehicle for education:

- Athletics provides scholarship
- Coaches provide motivation for good grades
- Students feel bonded with a team — helps them want to be their best self
- A new stadium would allow them to practice on campus, which gives them more time to study vs. traveling
- New stadium will provide more connection to students who aren't athletes

- Updating Advancement Website**

### **NEW PRESIDENT**

This is a fluid deadline depending on when the new president will be announced.

Audience: All of TXWES + Fort Worth Community

- News Article Announcing New President**

**News Article Idea:** [https://thedig.howard.edu/all-stories/ben-vinson-iii-18th-president-howard-university\\_](https://thedig.howard.edu/all-stories/ben-vinson-iii-18th-president-howard-university_)

- Big Pictures
- Quotes
- Related Story Button

This page is kinda similar <https://txwes.edu/office-of-the-president/about-the-president/>

- Can we add an infographic or fun graphic?
- Can we get rid of the junk on the left and just add a related links/topics discussed sidebar?

**We will need to get with Paula to get a front page graphic designed, and Cody will need to take a headshot**

- I'd like to have it tested and ready to go by July - maybe she could use a photo of Fred in the design as a filler until we get photo of new president

## □ Website Update

**Current Page:** <https://txwes.edu/office-of-the-president/>

- Maybe kill this page for now: <https://txwes.edu/office-of-the-president/town-hall-and-ideas/>
- Instead of the slider, maybe we can switch up to something that tells more of our big stories/things we will do to position the new president. (see topics of focus below)
  - Advancement news
  - Success stories

**Idea from Howard U:** <https://president.howard.edu/>

## □ Introductory Video

A video that tells the story of Texas Wesleyan's past, the new president, and the future with the new leadership.

- How will the new president impact the university? The community? Students? Faculty? Etc.
- What is his or her background?
- What are the biggest challenges in higher education that he or she would like to focus on? (Economics, politics, etc.)
- What accomplishments from TXWES would he or she like to continue?
- Who are they outside of being the new president? Family? Background?
- Why they decided to go for the presidency?

**Ideas:**

<https://www.youtube.com/watch?v=wWBFvj64awl&t=24s>

<https://www.youtube.com/watch?v=GtYUfHmghWs>

## □ Social Media + Branding

Send your new president a box of your best college swag – scarves and ties, lapel pins, car decals – and ask the new leader to take candid photos with the swag being used and worn. Lighthearted social media posts along the lines of, “Our new president can’t wait to wear this tie!” go further to position the president as a brand champion than any prepared speech.

Showcase the new president's personality — do they like fishing? collect rocks? play piano? love baseball? etc. Bring humanizing elements to the new president. Do they want to include info about their family?

Research/Ideas:

<https://www.insidehighered.com/news/2018/06/15/drawing-line-between-policy-and-personality-twitter>

<https://www.instagram.com/umichprezono/?hl=en>

<https://edmarketing.agency/social-media-engagement-for-higher-ed-presidents/>

## Photography

Send your new president a box of your best college swag – scarves and ties, lapel pins, car decals – and ask the new leader to take candid photos with the swag being used and worn. Lighthearted social media posts along the lines of, “Our new president can’t wait to wear this tie!” go further to position the president as a brand champion than any prepared speech.

**Approximate Deadline: Sept. 1, some elements may go up at a later date as we get them in**

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## SEPT: STUDENT LIFE

Audience: New + Current Students

### Web Updates & Branding Consistency

One note we got from students was that if they didn't know what RamSpace was, they wouldn't click on the link. May need to say something like "Find Events" or "TXWES Student Events" - maybe look at what SEO is around that. For example, TCU's link says "What to do @TCU" (See Website Content File for more info)

- Correct any "Ram Space" with "RamSpace"
- Updating the RamSpace Page

### Articles on Campus Life - Lives on Main Student Life Page

I'd like to build out SEO articles that answer some questions about student life on Texas Wesleyan's campus. This would be SEO focused for "Things to do at Texas Wesleyan," "Does Texas Wesleyan have a good student life," etc. How does this effect the visualization of the <https://txwes.edu/student-life/> page?

*I want to also make sure to humanize some of the content, similar to how we had Cindy and Nick's story on esports*

- Living in Fort Worth
- DFW Annual Events
- TXWES Traditions
  - Homecoming
  - Robing & Hooding
  - Willie's Horns

- UCD
- Arts & Culture
  - Music
  - Theatre
  - Multicultural events
- Student Spaces/Campus Highlights
- Food Pantry
- Beach Volleyball has come to TXWES

## Photo/Video: Visual Ways to Show Events on Campus

Do we need to add a fun promotional video? Slideshow of event photos? How can we showcase the cool events, campus living, dining options, study areas, athletics, etc.?



## Social Media Campaign about finding events + orgs on campus

What kind of fun social media videos can we do to bring awareness to RamSpace?  
 What social media posts can we make to bring Student Life to Life?  
 Something to showcase beach volleyball

## Marketing campaign

- Emails about events + fun at TXWES

- "Life at TXWES" - Reel of student showing how they have fun on campus

## □ Student-Athletes - going beyond the game

Content that shows athletes the importance of getting involved in student life outside athletics.

- What things are current student-athletes getting involved in?
- How showing up to other student events helps build community — which means they can make connections and invite other students to see them play as well.

## □ Ways to Stay Involved as an Alumni

Articles and social media posts to engage alumni to keep them coming to campus and getting involved.

- 10 ways to stay involved as an alumni
- Giving back to Fort Worth (CoAct, SCUBA, other volunteer opportunities on campus)
- Alumni who "came back to campus"  
[https://today.ucsd.edu/story/coming\\_home\\_alumni\\_faculty\\_share\\_why\\_they\\_came\\_back\\_to\\_campus](https://today.ucsd.edu/story/coming_home_alumni_faculty_share_why_they_came_back_to_campus)
- Homecoming

**Approximate Deadline: Sept. 22 - the SEO articles might come in a little later, but hopefully have RamSpace elements fixed**

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# OCT: MASTERS OF COMPUTER SCIENCE

## □ SEO Landing page

I think this is our opportunity to test out an SEO focused landing page, instead of having SEO pages that are on the website. This positioning will allow us to have more visual elements that can talk about our program's features, while also answering SEO topics like "Should I get my master's in computer science."

- This landing page can have a form that links to Slate to get notified when the program is starting
- Do we just test out one page or do we try and do a few? Maybe do a pillar page - of Masters of Computer Science with sub SEO pages that include:
  - Jobs + Salaries a Masters in Computer Science can get you
  - What will I learn with a Masters in Computer Science
  - Computer science vs. information technology
  - Are computer science jobs in demand

## □ Adding Website Pages

I'll let Ryan take this one over, but just our usual website setup when we get a new program.

- Main pages - admissions and academics
- Adding links on main admissions and academic pages
- Degree Plans
- Careers Page - Could we make this more SEO friendly perhaps? Pull content from current computer science page and maybe add how getting a masters can get higher level/paying positions?

## Adding Storytelling into Web Content

We may not have students with their masters yet, but we do have undergraduates in computer science and professors in computer science that we can tell their stories. How do we incorporate more story elements into the content?

- Successful alumni from our program?
- Get to know Dr. Zhang - repurpose story from AAPI Month

**Approximate Deadline: Oct. 31 - gives Google time to crawl our pages**

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## NOV: MUSIC MAJORS

### Update the Music Major Page

- I think it's a little unclear on the major page about what music majors we have. Is there a way to better structure content that can help make that easier to see?
- Maybe we story tell about someone who received a music scholarship and what that means for their education — that can partner alongside the scholarship section
  - That scholarship button is ... not it
- Find a way to bring forward more of the unique aspects of our music majors
  - Mariachi
  - On campus concerts
  - Award winners - professors and students
- Take the video out from the block and embed it at the top
  - Maybe we get Cody to shoot a new one? Professor isn't here any more.
- Add their social media page links

### Add more visualization to the Get Involved page

There are a lot of cool things to do in our music department that could be seen a little more with some visual elements. We also need to check with the department to see what is accurate on this page.

- Is there a way to have a story call out with Ram Band? Ensembles?
- Can we add Mariachi here?

## □ Featuring Martin Hall

Martin Hall is receiving some updates to help our music students, and it's also basically a home away from home for many music students. I think it would help advancement to be able to have content that talks about Martin Hall, its impact on being that "home" and its importance to getting the voices of our students (literally) out within the community. Alumni also really care about it and the history behind it.

- Adding info on the website (see web content plan)
- Video walk through
- Infographic: 5 Fun Facts about Martin Hall
- Guess the instrument — may be a fun social media post that we can tie into (might be fun for an email too)
- How does the structure of a building affect music?
- Feature on student who "lives" for Martin Hall

## □ SEO Articles/Cluster Topics

What kind of articles would be helpful for incoming students to get the info they need to 1) become a music major and then 2) pick us. Do we only want to do three good articles vs. doing six? Do we do three SEO articles and three feature stories? Do we combine storytelling into SEO articles? Do we do a mix of SEO, storytelling and helpful information like "how to get started as a TXWES music major"?

Do these articles live on the main page like our current SEO articles for other majors, or do we do something different?

Ideas:

- Combine alumni stories with "Jobs you can get as a music major"
- What's the difference in studying music education vs. music?
- Story on a student getting a music minor
- Student-athlete in music — maybe an athlete who is also a part of the music program, whether studying music or as part of a band or ensemble?
- Story on music student who got a scholarship
  - Infographic on how to get a music scholarship
  - Email to prospective students who are interested in music or undecided
- What will I study as a music major? - Combine with story on faculty

## □ Social Media Campaign for Music

- Guess the instrument
- Faculty fun video
- Student fun video

- Something promoting scholarships

**Approximate Deadline: Nov. 30 - should align with advancement's stories as well**

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## DEC/JAN: SCUBA

Current page has a lot of outdated info. I know it's on the department to update, but I think scuba is so unique to TXWES and has been one of our big media hits lately. It would be good to help boost content around scuba to help keep this attraction.

### Updating the current video

Have Cody work on a video with Pam to discuss the various scuba TXWES offers, get new photos and any new video footage they might have. Do we also put a current student in and have them talk about their experience?

### Adding the scuba page links to relevant-ish majors pages

Can we add some kind of visual element to showcase the minor? \*This is something I'd like to continue for other minors as well, but we need to strategize for that. So if anyone asks, we did this one first because of the media relevancy and PR focus from the adapt-able scuba.

- Exercise Science
- Biology
- Biochemistry
- Chemistry
- Physical Education

### Adding a place for scuba scholarships & scuba trips

Pam told me scholarships are available for scuba, I believe for the adapt-able scuba particularly. We should put something on the website about the partnership, the scholarship and trips that they take.

- Add a story about a student who is volunteering with the adapt-able foundation
- Stories about students working to help people with disabilities

### SEO Articles

We have a unique opportunity to draw people to our website with scuba SEO.

- How to get certified in scuba
- Do you have to know how to swim to do scuba diving?
- Scuba diving vs. snorkeling



- Is scuba diving healthy?
- What will I learn in my scuba classes?
- What are the differences in scuba certifications?

**Approximate Deadline: Jan. 15 - knowing we will be off for winter break**