Introduction to the Public Affairs Directorate
Margaret Ounsley and Annette Cunningham
Tuesday 13 June 2017
Our objectives

- To increase public understanding of the aims and activities of the collegiate University.
- To protect and enhance the University’s reputation.
- To demonstrate the impact of Oxford research locally, nationally and internationally.
- To offer public affairs and communications advice and services to colleagues across the collegiate University.
Our structure

Director Ceri Thomas

Deputy Director Jonathan Ray

Internal and strategic communications
Victoria Pearson
Annette Cunningham

News and information
Stephen Rouse

Design
Anne Brunner-Ellis

Events
Lisa Seddon

Digital
Suzi Ardley

Government and Community Relations
Margaret Ounsley
<table>
<thead>
<tr>
<th>Activity</th>
<th>Figure</th>
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<tbody>
<tr>
<td>Visits to <a href="http://www.ox.ac.uk">www.ox.ac.uk</a> each year</td>
<td>16 million</td>
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<tr>
<td>Number of media enquiries each year</td>
<td>6,000</td>
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<tr>
<td>Number of public enquiries each year</td>
<td>2,000</td>
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<tr>
<td>Number of press releases issued each year</td>
<td>200</td>
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<tr>
<td>Number of attendees at University events per year</td>
<td>8,000</td>
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<tr>
<td>Facebook likes</td>
<td>3.3 million</td>
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<tr>
<td>Twitter followers</td>
<td>364,000</td>
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<td>Number of images in the online image library</td>
<td>16,000</td>
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<tr>
<td>YouTube views to date</td>
<td>8.1 million</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>204,000</td>
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News

- Proactive and reactive media relations
- Direct news through website
- Managing media relations
- Media monitoring
News – how we can help you

- Media Relations Manager for each academic division
- Advice on publicising your news stories
- Daily News Alert to almost 1,600 subscribers (news.office@admin.ox.ac.uk)
- Media training
Public information

- An information service to the University and the general public
- Answers general enquiries (c. 2,000 each year)
- Maintains sources of institutional information
- Briefs external organisations, such as tour guides
Government & community relations

- Coordinating ministerial visits
- Developing relationships with MPs and peers
- Promote the value of Oxford research and an Oxford education to parliamentarians
- Advising on community and government issues
- Developing relationships with local councils and community groups
- Advising on planning applications
- Administering community grants
- Developing public lectures series
Internal communications – how we can help

- Print channels: *Blueprint* and the *Gazette*
- Online channels: Staff Gateway, Staff News
- Advice on disseminating news and promoting events
- Events: UAS Conference in conjunction with AAD; Question Time sessions for staff (next event: 16 June on Innovation)
- Can provide distribution lists/labels
- Can help publicise activity/events through publications and online
Digital communications

- Responsibility for www.ox.ac.uk and central University social media channels
- Digital strategy and online brand management
- Production of films, audio and animations
- Analytics for online channels
Digital communications – how we can help

- Advice on web development and online brand management
- Production of video and audio content
- Promotion of content via University website and social media channels and through the Social Media Hub
- Digital style guide advice
Design and print

Produces University’s key print materials:

- Gazette
- Blueprint
- Annual Review
- Undergraduate prospectus
- Graduate prospectus
- University Calendar
Design and print – how we can help

- Design Studio: offers a professional, cost-effective and creative graphic design service
- Print-buying: offers competitively priced print buying service and heavily discounted printing through Gift in Kind
- Conference items: sells a range of branded items for conferences and other events
- Style guide: a guide to writing and formatting documents to enable consistency across the University
Branding – how we can help

- Consistent identity for instant recognition across a global spectrum
- Our visual identity: graphic expression of who we are and what we represent:
  - Toolkit: use of the logo, colour, placement and partner branding
  - Visual identity guidelines
  - Templates and downloads: logos, stationery and PowerPoint
Photography – how we can help

- **ouimages.com** has over 16,000 images (and growing) available for all University and college staff
- Includes the appropriate permissions
- Departments and colleges can be partners as well as users
- One-off purchase or different levels of subscription
- Guidance on using and commissioning images is available on the PAD website: [www.ox.ac.uk/public-affairs/images](http://www.ox.ac.uk/public-affairs/images) > Downloads
Events Office

- Events Office manages around 60 high-profile events each year, enabling people to interact with Oxford's work and values. Six broad categories of event:

1. Ceremonies that are historic events, steeped in tradition (eg Encaenia, Vice-Chancellor’s Oration)
2. Building openings and Heads of State visits that recognise current activity and achievement
3. Events that express significant new developments and aspirations (eg Overseas Oxford lecture series, Women of Achievement lecture series)
4. Internal communication events (eg Question Time series)
5. Events for the Vice-Chancellor (eg annual Christmas drinks reception)
6. Events commissioned by internal departments for a fee (eg conferences)
Events Office – how we can help

- Offer advice on event planning
- Project-manage commissioned events
- Events management toolkit (tips and templates)
- Hire out equipment (eg tablecloths, banners)
- Offer events material at cost price (eg gift bags)
External research funding is the largest source of income for the University – £537.4m or 40% of total income – from bodies such as research councils, charities, trusts, foundations, and industry. Research and innovation are critical to the University’s reputation and world ranking.

PAD is leading on an Innovation Communications Strategy, which aims to raise the profile of innovation at the University.

Question Time on 16 June 2017 to find out more.
Communications support

- Communications Officers Network: mailing list and termly meetings to share knowledge, ideas and resources
- Termly workshops: lunchtime sessions and master classes
- Communications advice to departments and colleges
- www.ox.ac.uk/padworkshops
Communications on major University projects

- Lead on comms for major University projects like the Curiosity Carnival.
- The Curiosity Carnival is a huge public engagement with research event that involves all the academic divisions and the Museums, Bodleian Libraries, Botanic Garden and Wytham Woods on Friday 29 September 2017.
- [www.curiositycarnival.org](http://www.curiositycarnival.org)
Communications resources

www.ox.ac.uk/public-affairs

- Communications network and workshops
- Top tips and case studies
- Events toolkit and templates
- Guidance for managing the media
- Branding toolkit, University style guide and digital style guide
- Branded stationery and conference items
- Social media hub
What next?

- Sign up for workshops: www.ox.ac.uk/padworkshops
- Join the Communications Officers Network: public.affairs@admin.ox.ac.uk
- Sign up to the Daily News Alert: news.office@admin.ox.ac.uk
- Join the Social Media Network: digicomms@admin.ox.ac.uk or www.facebook.com/groups/860452704000408/
- Download the University Style Guide: www.ox.ac.uk/styleguide
- Manage your publications subscriptions: www.staffsubs.ox.ac.uk