



**TUAA Leadership Summit Breakout Session:
Advancement Communications**

Fostering Engagement with Owls Everywhere

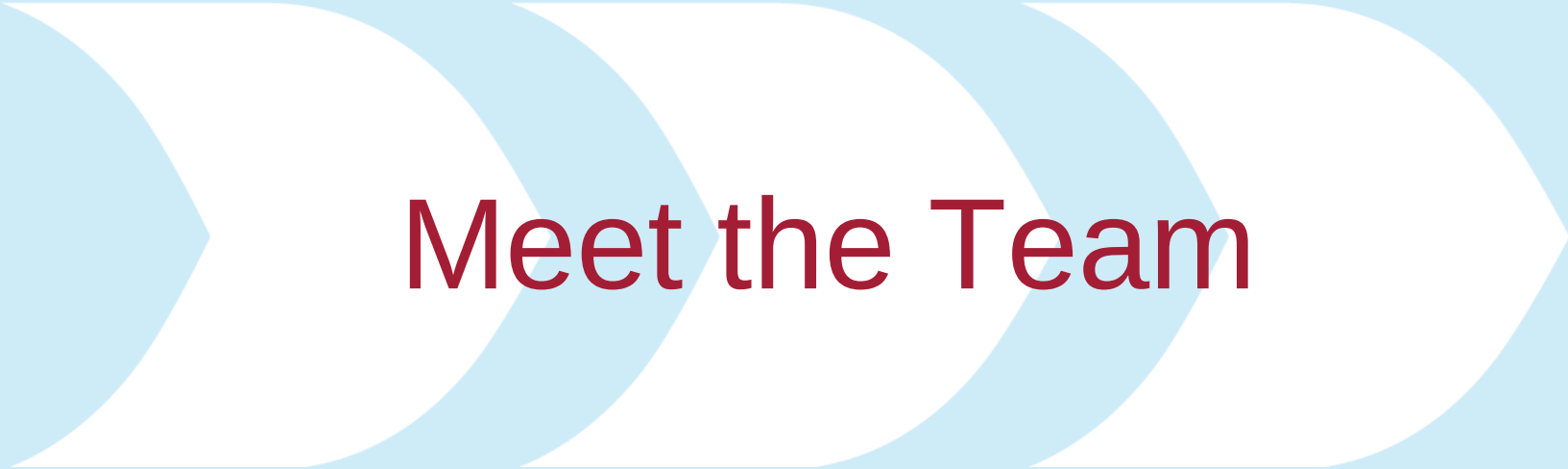
April 1, 2023



Today's Agenda



- Meet the team
- Overview of Advancement Communications (mission statement; unit priorities; partnership with SM+C)
- Review of digital portfolio (emails; social media; online giving; event registration; signature site builds; special digital projects)
- Review of content / creative portfolio (content strategy; content execution; creative)
- Key takeaways
- Questions



Meet the Team



KERI ROBINSON
Exec Director, Advancement
Communications



CAITLIN SEGER
Senior Associate Director,
Marketing and
Communications



AARON HORTON
Senior Associate Director,
Digital Communications



JESSICA JEWEL TYLER
Assistant Director,
Content



MATTHEW MICHAELS
Associate Director,
Marketing & Communications



AIKA SAN DIEGO
Assistant Director,
Design and Production



LEVI DILLON
Associate Director,
Website Management



KATIE CHAPMAN
Associate Director,
Digital Communications,
Email & Social Media



CARLY HOSSLER
Digital Communications
Coordinator, Web



JACEY HANSON
Digital Communications
Coordinator

MISSION STATEMENT

The mission of the Advancement Communications unit is to deliver **best-in-class communications** that **ignite Temple pride, foster engagement and loyalty** and **encourage meaningful philanthropic support** amongst Temple's alumni and donor constituencies. We strive to remain on the **cutting -edge of technology** and digital marketing trends to meet the **ever-evolving needs and interests** of our vast constituency base.

Top Priorities



- Deliver highly-targeted, personalized communications to drive repeat engagement and foster brand loyalty
- Consistently push out fresh, relevant, valuable content and visually-appealing creative to boost alumni engagement and enhance TU's image
- Build best-in-class digital experiences that inspire participation and promote Temple pride
- Leverage data to consistently improve the constituent experience and drive stronger engagement
- Enhance the breadth and depth of Advancement Communications portfolio as unit continues to grow in size and scope
- Continue to align with and support the mission of the TUAA

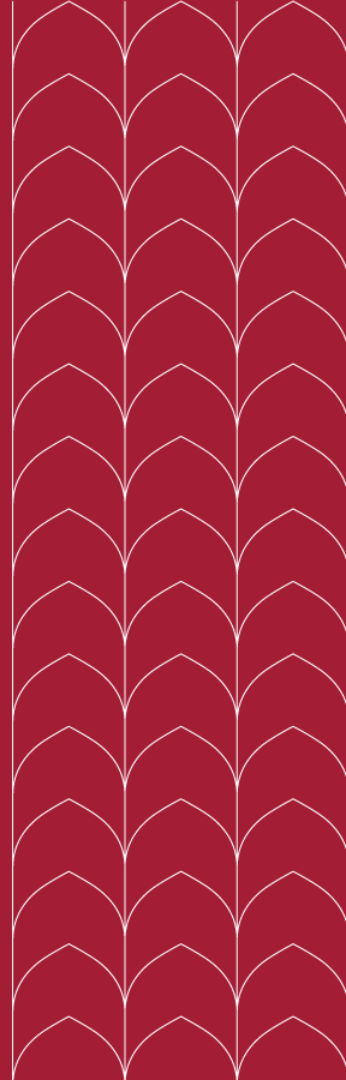
Partnership with Strategic Marketing & Communications



- Crisis communications support (talking points, key messaging, official university responses, comms strategy, etc.)
- TU brand guidelines
- TU editorial guidelines
- Promotional support for signature IA initiatives (social media; university newsletters; digital signage; etc.)
- Media relations; official TU spokesperson
- Collaborate on select key programs and initiatives (30under30, Broad Street Run, Advancement Sub-Brand, etc.)

Unit Portfolio

Digital



Advancement Emails

- @Temple & Alumni News
- Annual Giving Solicitations
- TU Alumni Association Newsletter
- TU Young Alumni Association Newsletter
- TU Women's Network Newsletter
- TU Professional Network Newsletter
- TU Black Alumni Alliance Newsletter
- TU Rome News & Updates
- Leadership News and Announcements
- School / College Newsletters
- LKSOM & TUHS Newsletters and Solicitations



News and Updates



2022 Year in Review

2022 was another record-breaking fundraising year for Temple, with gifts totaling \$9,981. With the help of our supportive alumni, donors and friends, this year marked the third time year donations to Temple exceeded \$100 million.

For a recap of Temple's record-breaking fundraising year, visit [FY2022 Year in Review](#).

VIEW YOUR IMPACT



Senior and Alumni Networking Night

Students and alumni connected at the CLA inaugural Senior and Alumni Networking Night in Masstrim. They spoke about areas of interest, tips for interviews and resumes, and much more. This was made possible by the Temple University Alumni Association, the CLA Alumni Association and the Salzberg Center for Professional Development.

As you may have seen in last month's issue, the Joyce K. Salzberg Center for Professional Development is looking for alumni career guides to take part in mentoring soon-to-be graduates via the Career Management Network. The network is a non-credit program designed to prepare graduating seniors their post-Temple careers.

If you're interested in being paired with a graduating senior, please fill out [this form](#). If you're a student, you'll be notified on a rolling basis.



Kate Sisk, FOX '12, Builds Brand Committed to Inclusive Sizing and Diverse Model Representation



How Phil Stoltzfus, FOX '04, Brought the Ancient Practice of Wood Burning To the City

TUAA Social Media

- Facebook
- Twitter
- Instagram
- YouTube



wooder_ice and templealumni
Philadelphia



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+ 146 Comments



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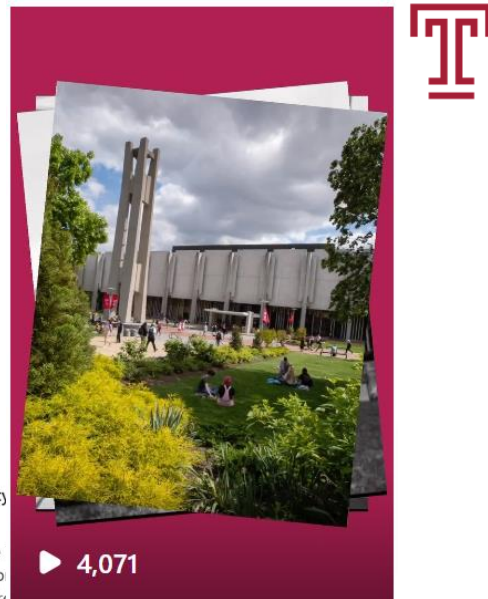
Temple Alumni
@TempleAlumni

We want you! Join the TUAA and make a difference. Represent @templeuniv by serving on the alumni association parliament for 2023.
bit.ly/3HUk2c2



Temple University
6d · 🌐

Now in its 25th year, the Gallery of Success honors the impressive accomplishments of some of our most esteemed alumni. <https://bit.ly/3ZUzjyX>



Online Giving



- Manage all aspects of online giving for the university
- Build custom giving forms for schools, colleges and units
- Support major giving campaigns and days of giving: Temple Toast, Giving Tuesday

GIVING

MAKE YOUR MARK AND SUPPORT

STEP 1 Going to Temple University | **STEP 2** About you | **STEP 3** Billing

GIFT AMOUNT \$

Select Your Payment Option: *

☐ Make a one-time gift | ☒ Make scheduled payments

Select Your Designation: *

Temple Fund - Area of Greatest Need Your gift to the Temple Fund is used in providing the university flexibility in meeting its greatest needs.	Temple Access Fund The Temple Access Fund provides critical support to incoming students with demonstrated financial need, regardless of their chosen area of study.
Faculty Excellence Fund Invest in the future of Temple's global academic success, innovation, and research by helping attract, enhance knowledge, and shape lives.	Campus Development Fund Help us ensure the entire Temple community has the space and resources it needs to thrive, compete, and provide a first-class experience.
Student Life Fund Support student life and empower Temple students with the ability to broaden their experiences through various academic, social, and cultural activities.	Other Please indicate in the text box below if you are unable to find your designated fund.

Search School, College, or Center
Click here to view the complete list of areas currently available to support and to select multiple designations.

TEMPLE TOAST
March 27, 2023

Dollars: 169,540.30
Donors: 767
GIVE NOW

GIFT INFORMATION > Billing > Review > Finish

Temple Toast, Temple University's annual day of giving, is your opportunity to contribute to a better future. Don't miss your chance to support the next generation of Owls making a change in this world. Your generosity will increase the affordability of a Temple education, break down barriers of inequality, and open doors to opportunities for all. Choose the area of support that means the most to you and let's toast to Temple! [Learn More](#)

I would like to give:

☐ \$250 | ☐ \$100 | ☐ \$50 | ☐ Other

Total Donation Amount: \$

☒ One-time Gift | ☐ Scheduled Payments | ☐ Recurring Gift

SELECT YOUR DESIGNATION(S) *

Selected Designations	NAME	AMOUNT	PERCENTAGE
☐	Temple Access Fund	\$	%
☐	Temple Fund (Unrestricted Fund)	\$	%
☐	Research and Innovation Fund	\$	%
☐	Faculty Excellence Fund	\$	%
☐	Owl Club Annual Fund	\$	%



Event Builds

- Manage all alumni / donor event builds
- All events are displayed on Alumni Events Calendar
alumni.temple.edu/events
- Event build options include: multi-price points; customized optional donations; branded event confirm emails; vanity URL string for event promotions; multi-activity event registrations; and more



FEATURED EVENTS

MAR
27



Temple Made Days

Join us for Temple Made Days! This spring programming is all about uniting with your fellow Owls and showing your pride in what it means to be Temple Made.

No matter how you participate, the time is now for Owls to feel empowered to come together and drive opportunities for themselves and future Temple generations.

EVENTS BY DATE

MAR
27

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MAR
30

Networking and Podcast Launch Event

5:30 PM to 7:30 PM

Please join the Klein College Alumni Association for a night of networking with fellow alumni and to celebrate the launch of Leaving the Nest, a new podcast hosted by Klein College alumni Ray Boyd, KLN '13, and Dan

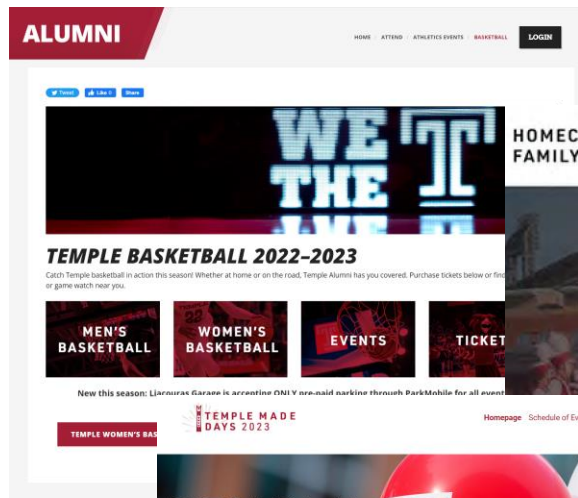




Signature Site Builds



- Homecoming & Family Weekend
- Temple Made Days
- Gallery of Success
- Temple Football Season
- Temple Basketball Season
- School/College Reunion Weekends
- Event Series Landing Pages



March 27, 2023 – April 2, 2023



Welcome To TEMPLE MADE DAYS 2023

Thank you for your interest in our second annual Temple Made Days! This spring programming is all about uniting with your fellow Owls and showing your pride in what it means to be Temple Made.

No matter how you participate, the time is now for Owls to feel empowered to come together and drive opportunities for themselves and future Temple generations.

[Register Now](#)



Special Digital Projects

- Year in Review
- Alumni Business Directory
- Alumni Benefits
- **Temple Beyond**



Temple University works with a handful of companies to provide Temple alumni, faculty, staff and parents with special rates on essentials such as insurance and energy plans as well as discounts on Temple apparel, co-working space and more. Every time you take advantage of one of these partner company offers, you also support alumni and student programming at Temple—at no additional cost to you!

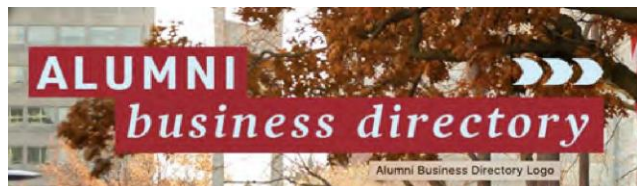
CAREER RESOURCES

Temple Alumni Career and Professional Development

Through events both in-person and online, [Temple Alumni Career and Professional Development](#) provides opportunities for alumni across all professional areas to build an educational foundation established at Temple University. We're here to help you launch your business, grow your professional contacts and drive your career growth.

Free Online Tools

As Temple alumni, you may need assistance in identifying the next steps in your search. Temple is proud to provide resources to help you on your journey. From opportunities on Temple's Owl Network and Handshake sites to industry insights, CareerShift, you have Temple in your corner when it comes to looking for employment. Explore the resources available to you [here](#).





Launch of Temple Made Days

April 25-30, 2022 marked Temple Made Days, a week-long series of events designed to serve, support and celebrate what it means to be an Owl. Thousands of donors, alumni and friends came together for this year's celebration of Temple pride. Join us for our next Temple Toast on Wednesday, February 15, 2023.

[LEARN MORE ABOUT TEMPLE MADE DAYS](#)



\$500K+ raised in just 24 hours on Temple Toast

On April 28, 2022, more than 1,300 Owls came together to make a collective impact in support of the Temple community. Save the date for our next Temple Toast on Wednesday, February 15, 2023.

[LEARN MORE ABOUT TEMPLE TOAST](#)



30 young alumni honored with TU's prestigious 30 Under 30 award

The 2022 honorees included artistic visionaries, change igniters, workforce pioneers, global ambassadors, research and technology innovators and sports industry standouts from 15 schools and colleges.

[MEET THE 2022 HONOREES](#)



\$169K+ donated to the TU General Scholarship Fund

Donors contributed over \$169,000 to the TU General Scholarship Fund to support scholarships for deserving Temple students.

[LEARN MORE ABOUT SCHOLARSHIP GIVING](#)



17 Gallery of Success honorees

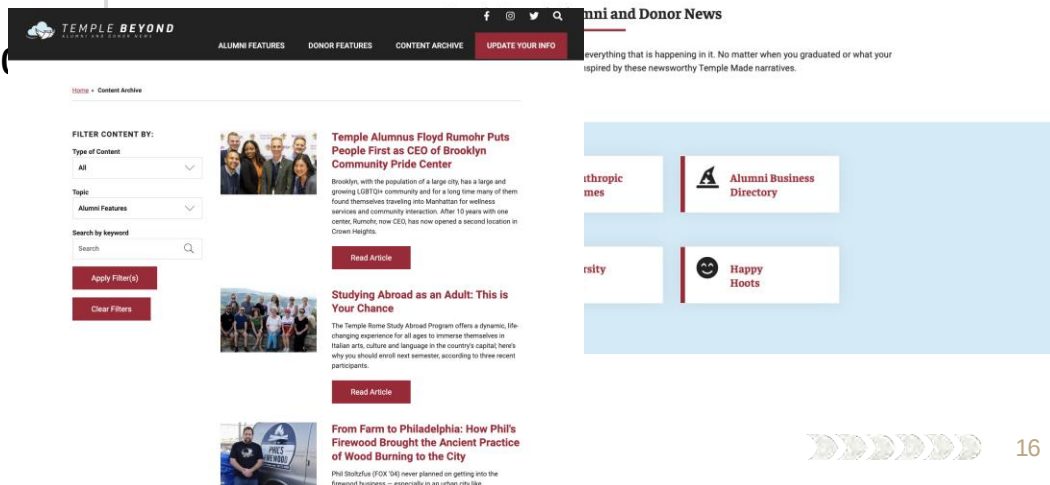
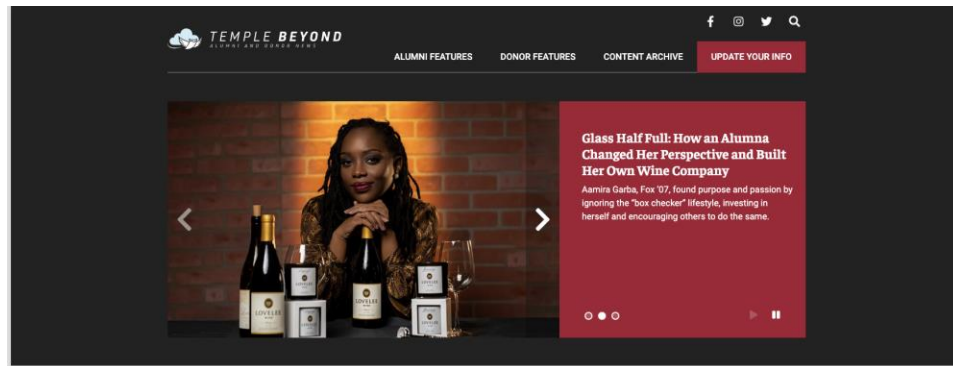
Representing Temple's 17 schools and colleges, Gallery of Success honors the impressive accomplishments of some of our most esteemed alumni.

[MEET THE DISTINGUISHED HONOREES](#)

Temple Beyond: Alumni and Donor News Center

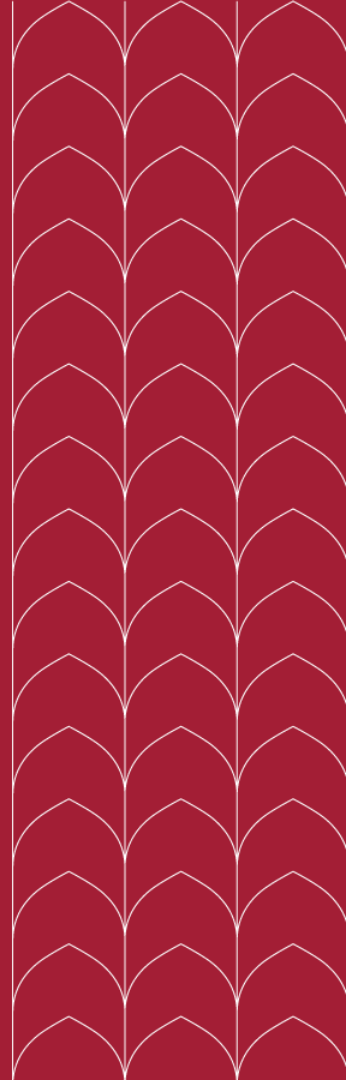


- Officially launching today, April 1, 2023
- A hub for news and updates for Temple alumni, donors, and friends
- Content archive of past stories, announcements, and videos
- Connect with the Alumni Association and your fellow Owls
- Alumni.temple.edu/TempleBeyond



Unit Portfolio

Content + Creative



Content Strategy

- Internal editorial calendar keeps track of our monthly themes
- Content aligns with subjects that route up to university priorities, signature initiatives, and national/international themes
- Balance of alumni stories with philanthropic focused announcements
- Content adheres to brand guidelines, tone, and support pillars
- Want to be featured or submit someone for us to interview?
- Reach out to your Temple staff liaison!

Black Soul Summer: Two Temple Alumni Bring 'belonging' to the Community

Saleem "Taj" Sabree and Melvin Powell met as roommates at Temple University 13 years ago. Despite being total strangers, they instantly formed a bond that led not just to a friendship but a full-blown business partnership. Most importantly, that partnership was based on a mutual goal of creating a more inclusive space in and for the Philadelphia community. They attribute much of their success to that "Temple spirit."



Taj and Melvin stand outside of 1940, 13 years after they first met at the freshman dorm.

Temple Alumna Charisse McGill Returns to the Nest with Many "Firsts" Under Her Wing

Owner of Lokal Artisan Foods and French Toast Bites, Charisse McGill has made headlines as the first Black woman to own and operate a business in Spruce Street Harbor Park, as well as the first Black woman to create her own beer in Pennsylvania, and so much more. As she prepares to participate in Homecoming and Family Weekend as a vendor for the third time, here's a look back at how it all began and why she chooses to stay close to the Temple community.



Charisse McGill, STH '03

Charisse McGill, STH '03 has been blazing trails since her early days of party promoting while earning her sports and recreation management degree. Today, this entrepreneur has built a local street food empire, a delicious reputation, and a number of "firsts" for Black women in Pennsylvania. As we look forward to Homecoming and Family Weekend 2022, McGill's journey is coming full circle as she once again attends the event as a proud Temple alumni-owned business vendor. McGill credits her success to her Temple-Made resilience, industriousness, and a life-long connection with the Temple community.



'FoodChasers' Twins Prove It's Never Too Late to Turn a Passion Into a Career

Twins Maya and Kala Johnstone always had a love for food. But it wasn't until the COVID-19 pandemic, when they retired after working in the educational field for two decades, that they decided to make a full-blown living from it. With plenty of help from both their real and Temple alumni family, they prove it's never too late to turn that passion into a dream career.



FoodChasers Owners Maya and Kala with their brothers, Lance and Brent.

When Maya Johnstone, EdD, EDU '01, and Kala Johnstone, EdD, EDU '01, decided to go to college in 1997, there was only one choice: Temple University. The two joke that their father, Isaac, wouldn't have it any other way but to continue the family tradition. Isaac was a police lieutenant at the university and older brothers Lance, STH '96, and Brent, SSW '96, had already attended, both playing for the Temple football team. While the decision to enroll may not have exactly been completely theirs, looking back, they say they wouldn't have changed a thing.

Both Maya and Kala ended up graduating with bachelor's degrees from the College of Education and Human Development, but their college journey initially didn't point in that direction. Kala recalled how neither of them started as an education major when they first arrived, but 54 credits in, both had come to the decision to change fields—at the same time. In a "major twin energy" moment, they actually came to the decision on the same day—and told each other when they spoke one night.



Content Execution

- Alumni Features
- Donor Impact Profiles
- Gift Announcements
- Annual Giving emails, mail pieces and more
- Social + Email + Web Copy
- Marketing Collateral such as toolkits and print pieces
- Special Content Projects
- News Center



Alumnus' \$1 Million Gift Will Fund Autism Lab

Temple's School of Social Work will open an autism lab thanks to Christopher M. Barnett, CLA '10, CEO of ABA Centers of America.



Temple alumnus Chris Barnett first grew a passion for helping the autistic community and their families navigate diagnoses and care after personally witnessing how difficult this process can be. "Both of my nieces are on the autism spectrum, and they languished for years waiting to even get a diagnosis. And once they got a diagnosis, they were on another waiting list for ABA therapy. I thought there had to be a better way, a way to disrupt this space and fundamentally change the way ABA services are made available to communities," says Barnett. He founded ABA Centers of America in 2020 to give hope to others facing the same hardships and ensure equal access to diagnosis and applied behavioral analysis (ABA) therapy from certified professionals focusing on communication, academics, social skills and social functioning.

Barnett's experience rings true for a population of 5,437,988 Americans and their families who often cannot find support in a system critically lacking qualified professionals. With the help of the College of Public Health, where Barnett serves on the Board of Visitors, he plans to drive that necessary change. "Our alumni are best positioned to tell us what we need to do to best prepare our students for their careers. They know what value our Temple education provides to students, and they are leaders in their fields who know what the workforce needs for tomorrow. Our alumni, our Board of Visitors and our alumni associations are giving back to our students what they once received themselves, creating a supportive culture within the college," says College of Public Health interim Dean Jennifer Brahlin.

Today, the ABA Centers of America is the fastest-growing ABA provider with eleven metro areas, four locations in New Hampshire and Massachusetts, and plans to open more clinics in southeastern Pennsylvania and New Jersey in 2023. This momentous partnership, marked by the official gift signing on Wednesday, November 16, expands Barnett's vision and offers a wealth of services to the Philadelphia population.

How Two Temple Alumni Landed at America's Most Historic Prison

Richie Sklar and Erica Woods hold very different positions at Eastern State Penitentiary, but they share a palpable passion for helping to spread the word on what the facility represents. From educating the public on the criminal justice system, to coordinating a yearly haunted attraction, they both bring a #TempleMade mindset to an iconic Philadelphia institution.

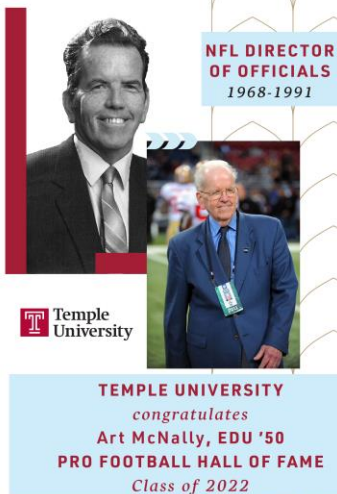


The interior of Cell Block 7 as viewed from the upper walkway during a daytime tour of the Penitentiary.

For Richie Sklar, TPM '12, and Erica Woods, EDU '14, performing was always an essential outlet. Richie, a theater major, and Erica, who was a performer and dancer throughout high school and college, didn't necessarily expect to end up at the historical landmark Eastern State Penitentiary in the Fairmount neighborhood of Philadelphia. Their roles couldn't be more different, but they've both found ways to use their performing skills to shine in their positions as well as help shed light on important

Creative

- Designs adhere to our Institutional Advancement Sub-brand, routing up to the Temple University Brand
- Digital Invites
- Event materials
- Marketing collateral
- Website sliders
- Social media graphics
- Email headers
- Photography/video



2022 Cohort



Chisa Nishimura, one of the two scholars who received the first Mochida Stronach Scholarship in summer 2022, is currently pursuing a degree in international affairs. American-style college classes at TUJ can feel overwhelming for Japanese students who were never exposed to such a style of education, and Chisa was not an exception. Despite the difficulties, she earned good grades in all her courses in summer and fall 2022, which resulted in a cumulative GPA of 3.67 at the end of her second semester.



Yukihiro Shibato received the scholarship and joined TUJ in summer 2022. He double majors in economics and computer science, which requires him to spend the last year at Main Campus. Facing financial constraints, Yukihiro found a job at a supermarket where he worked three days a week. While balancing work and study, he managed to achieve a cumulative GPA of 3.17 at the end of his second semester. However, he realized that it was too difficult to continue his part-time work. Now he takes



GIVEAWAY

VIP EXPERIENCE FOR TWO FOR THE PHILLIES GAME ON MONDAY, AUGUST 21

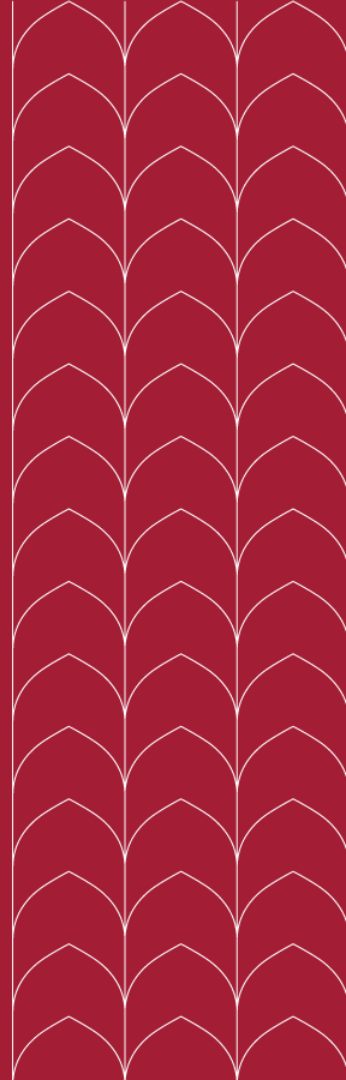
- INCLUDES:**
- + 2 tickets to the Phillies game
 - + A tour of Citizens Bank Park
 - + A pregame party hosted by Temple
 - + 2 Temple swag bags



Owls
SHAPE
the
future



Key Takeaways



Key Takeaways



- As it relates to crisis communications, we will always take the university's lead
- Be sure you're receiving and reading our monthly email newsletters, including the @Temple and Alumni News
- Be sure you're following and engaging with us on social media
- Check out our recently launched Temple Beyond alumni and donor news center, and share with your friends!
- Continue to be an ambassador for Temple and support our key programs and initiatives
- We want to hear from you! Please connect with your dedicated staff liaison if there's something you need from us



Questions?

Thank You

