

UCLA

Leadership: Talent Management Initiatives

UCLA Strategic Communications
BAR RAISER

February 16, 2022

UCLA Strategic Communications Bar Raiser

- Bar Raiser was created in 2020 as a new way for university professionals to plug in to training opportunities to hone their skills or learn new ones. The series of events — open to all UCLA communications professionals and some faculty — has included:
 - Bi-monthly webinar/virtual sessions
 - Annual Summit
 - Pitch Lab
 - Op-ed Sessions
 - Media Training



Strategic
Communications

The Bar Raiser Series

UCLA

Overview

- Short, snackable ongoing virtual professional development webinar series for MarComm professionals from across 50 departments at UCLA.
- Topics are broad, relevant and practical.
- Housed on a website for on-demand viewing: uclaspecialevents.ucla.edu/strat-comm-bar-raiser.

Goals

- Offer lifelong learning opportunities and collaboration.
- Help MarComm colleagues hone their skills or begin to create new ones.
- Share best practices that are actionable with all of our work.

Branding

Strategic
Communications

**The
Bar Raiser
Series** UCLA

Sessions and Audience Feedback



DEC. 9 2021
10:00AM

It's Time for Happiness

Cassie Holmes, Professor of Marketing
and Behavioral Decision Making,
UCLA Anderson School of Management

"Excellent speaker! Thank you for offering this great series and posting the recordings online."

"It's great to hear from faculty! Cassie Holmes was an excellent choice!"



NOV. 10 2021
10:00AM

The Value of Trust: an Edelman Presentation for UCLA Storytellers

"Very well done! The topic was interesting and relevant."

Sessions and Audience Feedback



All Stories Considered with Elise Hu

“Elise Hu was credible and authentic and her guidance was valuable.”

“Elise was great, it was awesome to have an outside perspective and learn her tricks of the trade.”

“Elise was very relatable, was concerned that we get actionable tips for improving our approaches to our work.”

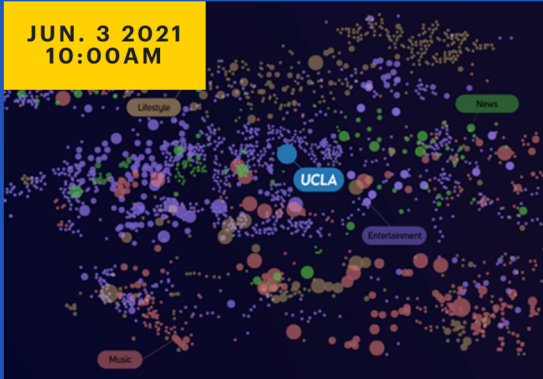


Behind the Scenes with @UCLA Social

“I loved how the tips had examples for each — made it easy to envision how to incorporate the tips / content into our own work.”

Sessions

JUN. 3 2021
10:00AM



Harnessing the Power
of Social Analytics

DEC. 10 2020
2:00PM



Data Insights

SEP. 23 2020
11:00AM



Best Practices for
Virtual Events

Key Insights

84%

of respondents strongly agree or agree that they gained new knowledge from the series

78%

of respondents strongly agree or agree that they plan to apply what they learned from the series

Future Planning

- **Based on survey results, we plan to continue the series with the top three requested topics:**
 - **Creating effective media plans**
 - **Effective story mining and interview tactics**
 - **Social media rules of engagement**



THE BAR RAISER SUMMIT

Bold and new

Branding

The
Bar Raiser
Summit

Bold
& *New*

UCLA Strategic Communications

Overview

- **A capstone professional development event with 500 MarComm professionals from across 50 departments at UCLA.**
- **The May 4, 2021 virtual event brought MarComm professionals together to facilitate dialogue and original thinking on bold, new storytelling.**

Goals

- **Collaborate & inspire positive action with MarComm colleagues**
- **Share best practices that are actionable with our work**
- **Provide a launchpad for the year**

Featured Speakers



Christine Simmons '98
COO, The Academy
Motion Pictures Arts &
Sciences

*“Raising the Bar by
Normalizing Representation
& Access to Rare Air”*



Mary Osako '96
Vice Chancellor, UCLA
Strategic
Communications

“Believing in Bold & New”



Nick Tran
Head of Global Marketing,
TikTok

*“Brand Storytelling that Brings
Culture to Life”*

Interactive Virtual Environment

Summit Agenda

9:00 a.m. PDT — Welcome and Opening
9:15 a.m. PDT — "This or That: Chancellor Edition" with Chancellor Gene Block
9:20 a.m. PDT — Keynote Address with Christine Simmons '98
9:50 a.m. PDT — Break - Five Minutes
9:55 a.m. PDT — Keynote Address with Vice Chancellor Mary Osako '96
10:30 a.m. PDT — Break - Five Minutes
10:35 a.m. PDT — Fireside Chat with Nick Tran and Amanda Savercool
11:10 a.m. PDT — Closing Remarks with Vice Chancellor Mary Osako '96

UCLA BAR RAISER ZOOM BACKGROUNDS

Right click on the images below to download.

Close

UCLA Strategic Communications

The Bar Raiser Summit

Bold & New

Digital Swag Bag

- Spotify playlist – crowdsourced from RSVP form
- Campus and Westwood Village dining discounts
- Complimentary dessert with purchase of a meal at campus restaurant
- Discounted hotel room rate at Luskin Conference Center
- L.A. Lakers beach towel

SWAG BAG

As a thank you for joining us today, and for your continued commitment to collaboration, partnership on campus and raising the bar, please redeem your digital swag bag. A special thank you to Strategic Communications, ASUCLA, UCLA Health, UCLA Hospitality and YOU for your generous contributions.



Key Insights

92%

rated the Summit
excellent/good

90%

would recommend
the event to others

Delivered on StratComm
values & event goals

Great storytelling

Inspiring

Change agent of EDI

Inspires positive action

Emotional

Key Insights

93%

plan on attending
next year

80%

attendance

Attendees Rated Event

Engaging 83%

Inspiring 81%

Relevant 78%

Innovative 74%



PITCH LAB

Raising the bar on crafting stories for media

Overview

- **A weekly opportunity for university communications professionals to engage with UCLA's central proactive media team to workshop upcoming story ideas, explore angles, media contacts and placement.**
- **Held about a dozen opportunities to engage in bold, new storytelling, share media contacts, and discover new outlets to share UCLA's research and expertise in the media.**

Goals

- **Support the broader UCLA communications community with new thinking and approaches to proactive successful storytelling in the media.**
- **Provide quality UCLA content to reporters by understanding and engaging their readers.**
- **Place more stories in the media that showcase UCLA's critical research and faculty expertise.**

Key Insights

- **Of the total sessions held this year, 100% of attendees felt they learned something new and actionable.**
- **100% of attendees would recommend a Pitch Lab session to their communications colleagues looking for new ideas on story pitching.**
- **All attendees pitched their stories to recommended media outlets with some success or a high degree of success.**



OP-ED SESSIONS

Connecting faculty experts with editors

Featured Editors



Terry Tang
Op-ed and Sunday Opinion
Editor, L.A. Times



Michael Larabee
Op-ed Editor, Washington Post



Kathleen Kingsbury
Opinion Editor, New York Times

Overview

- **The sessions aimed to provide insight and direction for faculty on writing successful op ed placements for national publication, build relationships and provide quality content to editors.**

Goals

- **Connect UCLA faculty with op-ed editors to provide an improved understanding of writing and placing successful op eds in their publications.**
- **Increase the number of successful op-eds by UCLA faculty in top tier publications, and provide better content for op-ed editors to help engage readers.**

Key Insights

- **Three sessions held this year, five total.**
- **Each session was capped at 40 faculty, with some spots reserved for communications staff.**
- **Immediately following each session, multiple op-eds were submitted. At least one successful op-ed was submitted following each session, and in many cases, more than one.**

Placements

L.A. Times op-ed by Stephanie Pincetl, Professor at the UCLA Institute of the Environment and Sustainability and Founding Director of the California Center for Sustainable Communities at UCLA as a result of an op-ed session.

OPINION

Op-Ed: In Ojai Valley, a glimpse of how to nurture land in a drier, post-hydrocarbon world



An olive orchard at the Ojai Olive Oil Company in the Ojai Valley, Ventura County. (Brian van der Brug / Los Angeles Times)

BY STEPHANIE PIN CETL

JAN. 9, 2022 3:15 AM PT

The Ojai Valley in Ventura County is a magical place. Consider its elements: the sweet smell of California citrus blossoms in the spring, the open space preserved by orchards, the seasonal creeks that run free through the cultivated lands.

But the Ojai Valley is also a place in peril. That's because the water source that keeps this inland Ventura hamlet thriving is nearly dry.

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UCLA moves classes online after threats; suspect in custody in Colorado

Plaschke: Rams finally claim ownership of their house, just in time to host Super Bowl

Scores of guns stolen from trains cause more problems in L.A.

Neil Young quit Spotify because of Joe Rogan. These artists follow his lead

Rams takeaways: Matthew Stafford was clutch, but Sean McVay was still confounding

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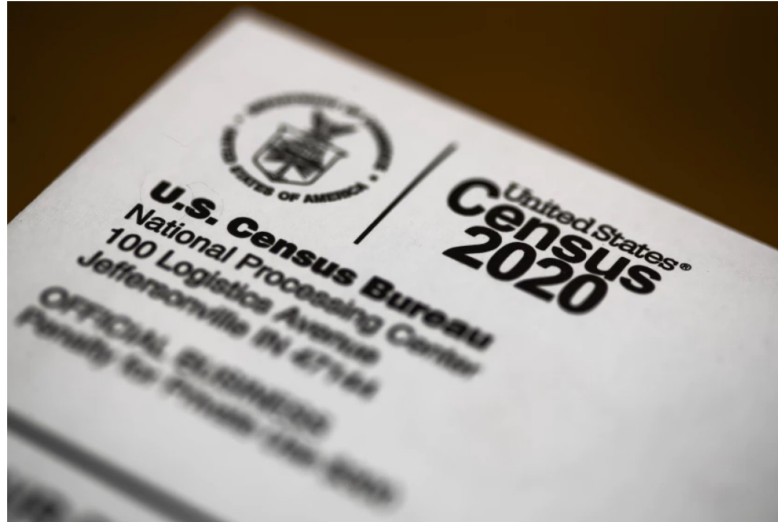
Pruébalo ahora >

5G Ultra Wideband disponible solo en ciertos lugares de algunas ciudades.

Placements

L.A. Times op-ed by Laura E. Gómez, UCLA Professor and Director of the Law School's Critical Race Studies Program as a result of an op-ed session.

Op-Ed: 'Other' as the nation's 2nd-largest race? Latinos and the 2020 census may make that happen



An envelope containing a 2020 U.S. census letter. From 1980 to 2010, about 40% of Latinos chose "other" as their race on the census. (Associated Press)

BY LAURA E. GÓMEZ

APRIL 29, 2021 2:27 PM PT

As the preliminary 2020 census results continue to trickle out, one statistic may be surprising. The numbers are certain to show that the second-largest racial category in the United States is "other," after "white." And upwards of 97% of those who self-classify as "other" will in all probability be Latinos.

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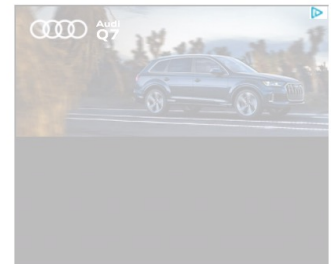
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OPINION >

Placements

L.A. Times op-ed by Christopher S. Tang, Distinguished Professor and the Edward W. Carter Chair in Business Administration at UCLA as a result of an op-ed session.

OPINION

Op-Ed: Why successful Asian Americans are penalized at the workplace



(Daniel Thistlethwaite / Avalon via Getty Images)

BY CHRISTOPHER S. TANG
MAY 6, 2021 3:30 AM PT

The [onslaught of anti-Asian hate](#) during the pandemic has caused Asian Americans to speak out against the vicious attacks and blatant racism. It has also forced people to confront less violent forms of discrimination, such as implicit bias and [stereotypes](#) that have long been [used to hold Asian Americans back](#) in the workplace.

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MEDIA TRAINING

Increasing UCLA's media-trained faculty

Overview

- **Five 3-hour media training sessions have been held, with four faculty as part of each session, based on recommendations or self-selections.**
- **These sessions covered what media are looking for in an interview, learning how to respond in soundbites, the dos and don'ts of interviews and techniques such as bridging.**

Goals

- **Provide faculty with training to increase their comfort level with sharing their expertise and research.**
- **Increase and diversify UCLA's presence in media in core topic areas, including wildfire and climate news.**

Key Insights

- 20 new faculty trained, including from the American Indian Studies Center, Asian American Studies Center and Institute of the Environment.
- Increased presence of UCLA experts in the Los Angeles Times, New York Times and Associated Press, particularly around topics related to wildfire and climate.



Thank You