# MPA Communications & Marketing

# Transition Document

## **Role Accountabilities and Expectations**

*Before engaging in any communications and/or marketing, ask yourself if it aligns with the mission and philosophy of the college and MPA program. Then seek approval from supervisors once content is ready for distribution.*

## MISSION

Our students, faculty and staff create learning communities to explore and implement socially just, democratic public service. We

* think critically and creatively;
* communicate effectively;
* work collaboratively;
* embrace diversity;
* value fairness and equity;
* advocate powerfully on behalf of the public; and
* imagine new possibilities and accomplish positive change in our workplaces and in our communities.

## PHILOSOPHY

Evergreen's MPA program provides an intellectual, collaborative and engaged learning environment in which students learn to act as facilitators in defining and pursuing the public interest. Key ideas and concepts are presented within the historical, political, social, cultural and economic context of public administration.

Students develop expertise in both oral and written communication. Much of the work takes place in seminars, small group discussions where participants discover the meaning or significance of assigned readings. Students experience teamwork while working to complete various learning projects. They learn to reason critically, to analyze important dimensions of public service and to understand and take coherent positions on key public administration and policy issues. In addition, students have opportunities to discuss contemporary public issues with practitioners and faculty and use their own experiences to integrate theory and practice.

## TIMELINE

It is important that you gain access to the many systems you will use to fulfill your position responsibilities. Do this as soon as possible. You will also want to meet with MPA faculty and staff who will develop/delegate content for the various platforms. Spend week 1 becoming well versed in the communications channels you will use. Also review the communications style guide for current branding expectations.

During your second week, you should meet with each of the faculty and staff who will provide content if they were not available during week 1. Develop, in collaboration, a communications calendar in order to maximize efficiency and minimize duplication of efforts when posting. Document decisions and store them on the Hurricane “O” Drive.

During your third week, you should meet with departments with whom you will collaborate. These include but are not limited to Marketing and Communications, Mail Room, Help Desk, and Photography. Your supervisor will guide you as to which departments should be included for specific projects. Nurturing these relationships is important. Response times and work hours differ so allow for **more lead time** whenever possible.

## TECHNOLOGY

The person’s responsible for giving permissions for each of these may have changed. Contact the MPA Director, Doreen Swetkis, for instructions on who to contact.

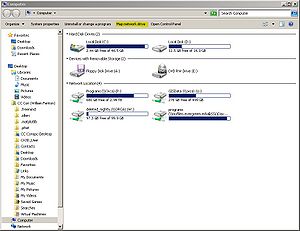
|  |  |
| --- | --- |
| **Database** | **Location** |
| Banner | <http://inb.evergreen.edu/> |
| Admin Web Reports   * web-based banner reports; not always up to date but useful | <http://adminweb.evergreen.edu/banner/home> |
| Hurricane (“O:/ drive”) | On campus when wired to network. Can be accessed remotely by following the steps in [Appendix A](#_Appendix_A). |
| **Social Media** | **Location** |
| Facebook   * There are a lot of pages associated with MPA. Consider capturing all of the members of graduating classes by transferring the members to one FB group. * Tribal Governance does FB-ing well. * Also, add administrators for the group, set it as an organization, and require that all posts be approved for all Social Media sites that allow it. | <https://www.facebook.com/EvergreenMPA/>  and  <https://www.facebook.com/Evergreen-MPA-Tribal-Governance-Concentration-148238555278570/> |
| My Emma   * This is an internet-based email application. * Templates are pre-loaded and can be created (coding experience a plus but not required when using this) | <http://myemma.com/> |
| Twitter   * The college and the MPA program both have active Twitter accounts. So do other programs. * Consider re-tweeting MPA specific tweets or sharing exceptionally good tweets with the campus account. * Contact Marketing and Communications to Tweet campus-wide. | MPA: <https://twitter.com/MPAEvergreen/media>  @MPAEvergreen  College: <https://twitter.com/evergreenstcol?lang=en>  @EvergreenStCol  MiT: <https://twitter.com/mit_evergreen?lang=en>  @MiT\_Evergreen |
| YouTube   * The college has a channel where video clips can be pulled and used. * If you want to produce a video, then contact CCAM. * There is an unauthorized channel for the MPA Alumni Association that can be closed or the videos pulled. | <https://www.youtube.com/user/evergreen>  unauthorized channel: <https://www.youtube.com/channel/UC1fsdxOkR6iBMqKq1mCIAJQ> |
| MPA News Hub/blog | <http://blogs.evergreen.edu/mpahub/> |
| Linked In   * There are two groups: MPA and a specific cohort. Consider inviting the cohort to join the larger group. LinkedIn allows pages to be closed if they are not authorized by the institution. In general, Evergreen tries to avoid this kind of conflict. | <https://www.linkedin.com/groups/3711520/profile>  unauthorized page: <https://www.linkedin.com/groups/6550897/profile> |
| MPA homepage   * Periodically review this for out of date information. Contact web services to update content. | <http://www.evergreen.edu/mpa> |
| The Evergreen Mind: the official alumni blog of The Evergreen State College   * submit posts to Alumni Programs Officers to highlight alumni in the community, share/re-post interesting articles | <http://blogs.evergreen.edu/evergreenmind/> |

## **Appendix A**

**Remote Access to O:/ Drive or “Hurricaine”**

**Windows 7**

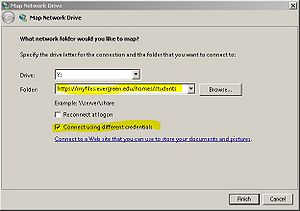
1. From "My Computer," choose "Map network drive."

[](http://wikis.evergreen.edu/computing/images/0/0b/Win7_remote_orca_1.jpg)

2.    In the Folder field paste the following url of the server you'd like to connect to

* Hurricane = <https://myfiles.evergreen.edu/homes/fac-staff> Plus /(first letter of last name)/(user name)
* ***examples:*** for John Doe <https://myfiles.evergreen.edu/homes/fac-staff/d/doej>

3.    Check the box "Connect using different credentials"

[](http://wikis.evergreen.edu/computing/images/3/3f/Win7_remote_orca_2.jpg)

4.    After a connection is made, enter your Evergreen email address (example, [doejoh25@evergreen.edu](mailto:doejoh25@evergreen.edu)) and password.

[](http://wikis.evergreen.edu/computing/images/0/08/Win7_remote_orca_3.jpg)

* A new window should pop up with the appropriate orca folders.
* The newly created network share will be persistent and will be accessible from My Computer.

### Off-Campus Access to Fileshares

#### Read only access

#### Read and write access

Map Network Drive.

1.     Copy the URL you need from the list below

a)       Hurricane = <https://myfiles.evergreen.edu/homes/fac-staff>

b)      Orca programs = <https://myfiles.evergreen.edu/academics/programs>

c)       Orca groups = <https://myfiles.evergreen.edu/academics/acadgroups>

d)      Orca research = <https://myfiles.evergreen.edu/academics/research>

e)      Orca students = <https://myfiles.evergreen.edu/homes/students>

2.     Double click on My Computer

3.     Choose "My Network Places" from the list of Other Places on the left section

4.     Choose "Add a Network Place" from Network Tasks. This begins the Add Network Place Wizard

5.     Click Next

6.     Select "Choose another network location". Click Next

7.     In the space provided, paste the url/link/location that you selected above.

8.     You may be prompted for your log in information, if so, provide your evergreen login . In the form [username@evergreen.edu](mailto:username@evergreen.edu) .

9.     You will be asked to name the network place. This can be anything you want

10. The wizard will ask if you wish to open the network place when you choose finish, check or uncheck the box as desired. Click Finish

11. This will create a new icon in My Network Places that corresponds to the location you just added.

12. You maybe asked to authenticate (login) as you browse around. If this happens press cancel and you should see your files.

**Note: Your firewall software might block the connection to the remote fileshare. If you can't connect to the filespace and have double-checked the instructions, you might need to add a firewall exemption for the fileshare.**