

Public Affairs Strategic Plan

VISION

Public Affairs is UBC's trusted source for innovative news expertise, advancing the university's reputation globally through the most authoritative news media.

Tagline: UBC's global news agenda setters

MISSION

To identify and promote through UBC News channels the university's most compelling, newsworthy stories and expertise.

To delivery through the UBC News channels information that is timely, strategic, creative and innovative, and that highlights UBC's core values and commitments.

To guard the university's reputation through effective issues management and media relations strategies.

VALUES

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| Credibility | We are committed to provide news media information that is accurate, timely, reliable and relevant. We are guided by a view that effective public relations is about maintaining public trust in UBC. |
| Trust | We are committed to provide UBC leaders, faculty and staff with expertise and professionalism in media relations and issues management. |
| Leadership | We are committed to testing, adopting and perfecting the most effective, innovative and creative approaches to media relations and issues management. |
| Respect | We are mutually committed to providing each other a supportive work environment with opportunities for life-long learning and with recognition for collaborative teamwork, authenticity, creativity and achievements. |
| Strategic | We are committed to looking ahead to news developments and events, to carefully addressing communications challenges facing the university and to taking the initiative in shaping UBC's story and honing its reputation. |

COMMITMENTS

- Identify and cultivate relationships with high value news media reporters and editors
- Identify and promote to news media outstanding UBC students, leaders and experts in research, teaching and learning
- Seek out best practices and implement innovative approaches to media relations and issues management
- Support UBC's values of integrity, responsible transparency and accountability in our dealings with news media
- Seek out and promote UBC views and expertise on newsworthy issues to news media
- Be ready to provide essential communications and media relations support in the event of emerging issues, crisis or emergency.

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