

# The Office of Public Affairs and Communications (PAC) Welcomes You to the University of Windsor!

**Who we are:** PAC is a team of communication and marketing strategists, writers, editors, graphic designers, photographers, videographers, production technicians, and marketing-communications experts. We use our expertise to expand the University's brand reputation locally, nationally and globally by highlighting stories of impact focused on institutional strengths including research innovation, academic excellence, student experience, and community and industry partnerships.

## Our Services

### **Stakeholder Communications and Marketing Planning:**

We provide support to faculties and departments to devise reputation-building strategies through organic and/or paid campaigns. Strategic marketing-communications plans can include key messaging, tactics, tools, marketing budget plans, webpage optimization, social media guidance, and evaluation metrics to accomplish your communication and marketing goals including, but not limited to supporting/amplifying content to the public, alumni, donors, community, media, and partners.

**Graphic Design:** Our services include a wide variety of digital and traditional creative assets, including but not limited to web banners, presentation documents, templates, signage, digital and print publications, print materials, posters, and web graphics.



**More services and contact information**

# Our Services Continued...

**Media and Public Relations Services:** We provide expertise by preparing and advising on strengthening media relations which includes media releases, briefings, facilitating interviews, media events, and media training. We work to enhance the University's reputation and mission through strategic storytelling to key stakeholder audiences through earned media and additional proactive efforts.

**Research Communications:** In collaboration with faculties and the Office of Research and Innovation, we explain research in plain, accessible language to demonstrate the impact and ensure it resonates with the media, alumni, donors, influencers to future students, partners, government and the public at large.

**Multimedia Services and Production:** We offer a wide range of professional multimedia services working closely with internal clients to showcase and highlight the important work of students, departments, faculties and the whole of the University of Windsor.

The team provides professional audio-visual support and production, including set up and operations, live-streaming, recording and posting to the web or other. The team also works with internal stakeholders to provide photography and videography services such as the creation of promotional videos, digital effects and animation, audio recordings and promotional digital photography.

**Web Communications:** We provide guidance and support for the creation and maintenance of webpages hosted on uwindsor.ca. Additional services include Drupal training, troubleshooting, and advice on best practices for accessibility, design, navigation, and user experience by ticket request and through Monsido, a web optimization tool.

**Social Media Strategy and Governance:** Social media is a powerful communications and marketing tool to engage audiences and expand the University's brand reputation and reach. We can share your news on the institution's official social media channels and provide guidance on social media strategies, best practices including paid and organic opportunities.

## Get Connected with UWindsor

   @UWindsor

 University of Windsor

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