



WICHITA STATE  
UNIVERSITY

COMMUNITY ENGAGEMENT  
INSTITUTE

# YOU HAVE A LOT TO SAY. *We Can Help*

*The Strategic Communications Initiative is committed to helping non-profits and organizations develop effective communications practices that engage their stakeholders and community.*

Our skilled professionals guide each client in discovering the communication strategies that best serve their mission, vision and needs. We provide guidance through every step of the communication strategy development process. From large scale communications solutions to focused attention on specific needs, our ultimate goal is to create solutions that meet clients where they are. We equip our clients to manage their own communications and effectively reach their community.



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# SAY IT BETTER

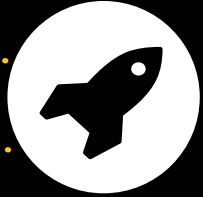


**52%**

of users go straight to a company's website for information *(TNS 2014)*

**87%**

of companies fail to execute their strategies every year. *(Business Know How)*



When it comes to making connections, marketers agree that websites, **email and social media are the best outlets to use** - but they're also the most difficult. *(Ascend 2)*

## SERVICES

- Communication Strategy Development and Implementation
- Website Design
- Social Media Strategy and Setup
- Webinar/Online Learning Design
- Newsletter and E-mail Messaging
- Strategy and Design
- Consulting and Training

**We help you share your story, your passion, and your expertise in a way that is easily manageable and attracts new consumers and stakeholders.**



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