

Work Sample for Morgan Hayward
#NoPassportNeeded Programs: <https://geo.uoregon.edu/nopassportneeded>
Project Active: April 2020 – September 2020

Overview

The pandemic has brought us many unique challenges this year. In supporting a travel-based office within the University of Oregon, our mission and communications effort were immediately impacted by global travel restrictions. New communications strategy required a quick response, creative solutions, and productive collaborations on my part, while also providing a decisive leadership role to guide our communications team to success. I relied on partnerships with stakeholders within the Division of Global Engagement and throughout the university to develop a new kind of global learning experience built for a remote world. The initiative was called #NoPassportNeeded. Directing the communications team, I delegated tasks to build a web presence, develop promotional material, and establish a communications plan. Working with multiple program coordinators, I provided perspective on how the new programs would be perceived, such as program language, program logistics, and storage solutions. With the DGE leadership team, I suggested a brand, based on market research, that would best speak to the student audience. While simultaneously taking on additional roles in the new Incident Management Team structure, I quickly established relationships and adapted practices to not only meet the new workflow expectations, but also use my connections to further promote and advocate for the new offerings.

Initiation

The objective of the #NoPassportNeeded programs was to provide a safe, remote alternative for the students enrolled in any of the 42 study abroad programs set to take place in late spring and summer 2020 (our main revenue season of the year). Originally called Global Gateway, I advocated for a customer survey to build a brand that would catch students' attention and interest more quickly. Our team developed social media polls, which reported a strong interest in the title #NoPassportNeeded. This initial re-branding was important for a variety of reasons. The new name showed a clear path to catching the attention of our target audience, based on real data; it quickly portrayed the exact nature of the programs; and although branding with a hashtag seems unconventional, it truly spoke to the nature of remote education that would come to be standard throughout the summer.

Project Management

Once a brand was established, I relied on my team to implement the communications plan and design program materials. Based on my conversations with all of the stakeholders, I described a vision for the team to create content that matched the desired look and feel of the new programs. I established a launch strategy for communicating the new programs, which relied on realistic but targeted timing, new approval processes for travel-based content, and established relationships with colleagues across the university. Additionally, given time constraints, I also built out some materials myself, including webpages and promotional content. I assigned design and video work to our designer, tasked the communications coordinator with building out the post-launch plan, and assisted our social media student employee on the timing and approved language for those channels.

Finished Product

My prioritization of a well-thought-out and robust roll-out of the new programming led to a record-breaking launch with positive feedback from students and the highest website page views seen in our website's history. Upon the conclusion of all #NoPassportNeeded programs in late September of this year, 116 students enrolled, with multiple students enrolling in more than one program.

#NoPassportNeeded successfully met the minimum enrollment goal, which supported the cost of running the programs and met the original objective of offering students a for-credit option that would have otherwise been lost due to the COVID-19 pandemic. The initiative has also continued to serve as a template for designing and implementing future international remote programming.