

I Get By With A Little Help From My Friends

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Objectives

- What innovative approaches have you used to market your transportation services to students, faculty, and community?
 - Getting Around UT
 - Twitter
 - Communication Posse – others newsletters
- You'll hear about new best practice on communication strategies for rebranding your parking and transit services.
 - Communication Posse

Objectives

- Have you developed successful campaigns targeting students?
 - Presentations – SGA, Multicultural Center Outreach, Commuters, Orientation, Welcome Week, Student Engagement Fair, Earth Day Fair, Graduate Student Orientation, First Transit Bus Drivers, Summer camp coordinators, International House orientation, Hall Directors
 - Getting Around UT newsletter
 - Twitter

Key Presentation Take-Aways

- Create relationships
- Spread message farther
- Engage others in the Big Picture
- Humanizes the challenge of meeting needs of many constituents

Rebranding Parking & Transit Image by asking your “friends” for help

- Identify primary communicators
- What are the pain points
- Educate first and minimize the impact
- Political speed bumps on your campus
- What do you need from your friends – trial and error

Parking & Transit Problems

- Trust
- As many tickets as possible
- Does not care about students
- Not convenient - too far away
- Transit is not dependable, takes too long, does not pick up close to me

What do we need to do?

- Create a responsive, friendly, and engaged communication structure
- Inform and educate before there is a crisis
- Ask for help
- Ask questions of others
- Find out their needs

How to do it



LESSON LEARNED:
Do not ♥
apologize...

Brainstorm

- Top Communicators on Campus
 - Twitter
 - Facebook
 - Instagram
- Who are the influencers
 - SGA/Residence Halls/Student Leaders
 - Athletics/Players/Coaches
 - Administration/Specific Colleges

Scenario

- Football game scheduled for a Thursday night
- Knoxville Area Transit buses not available for shuttles due to regular routes
- Parking and tailgating on a school day
- Set-up and security on a school day
- Communicating plan to 102,455 attendees

Activity

- Do you have all the information?
- Who do you go to?
- Who are your friends?
- What are the speed bumps?
- How can you mitigate it during the situation?
- How to be proactive next time?

Action Steps

- One pain point that is renting space between your ears
- Three “friends” you can ask for help
- One speed bump that may interfere with this response

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Questions?

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