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
Brainstorm

• Top Communicators on Campus
  – Twitter
  – Facebook
  – Instagram

• Who are the influencers
  – SGA/Residence Halls/Student Leaders
  – Athletics/Players/Coaches
  – Administration/Specific Colleges
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
- 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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