



“Using Social Media to Make the Case for the Liberal Arts”

DR. ABBEY ZINK, DEAN

COLLEGE OF HUMANITIES & SOCIAL SCIENCES

SAM HOUSTON STATE UNIVERSITY

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**EARLY TO BED, EARLY
TO RISE, WORK LIKE
HELL AND ADVERTISE.**

QUOTEHD.COM

Ted Turner
American Entrepreneur



SHSU context



Goal #1: Tell our story to multiple audiences

- **Students** (current and potential)
- **Faculty** and **staff** (current and potential)
- **Alumni**
- **Broader community** (university and beyond)
- **Advisory board members**
- **Friends** and potential friends



Goal #2: Easy, cheap, effective, and sustainable

- **Easy**
- **Cheap**
- **Effective** (measured by)
 - Likes
 - Shares
 - Content contributions
 - Mentions in SHSU electronic and print publications
 - Media coverage
- **Sustainable**
 - 2 posts per week



Social media



Multiple accounts

- **College of Humanities and Social Sciences**
 - Facebook
 - LinkedIn
- **As Dean**
 - CHSS Dean Abbey Zink (public figure/Facebook)
 - Allows me to “like” and “comment”
 - LinkedIn (primarily advocacy for liberal arts)
- **Advantages:** Easy cross-promotion and sharing of content with goal of reaching multiple audiences

CHSS Facebook

The screenshot shows the Facebook profile for the SHSU College of Humanities and Social Sciences. The profile picture is the university's logo, and the cover photo is a collage of images related to a political event. The page features a navigation menu on the left with options like Home, About, Photos, Reviews, Likes, Videos, Events, and Posts. The main content area displays a post from ABC-Channel 13 about Dr. Heather Evans, a tweet from Donald Trump, and a tweet from Hillary Clinton. The right sidebar includes contact information such as a phone number, a website link, and sections for Photos and Videos.

SHSU College of Humanities and Social Sciences
@SHSUcollegeofhumanitiesandsocialsciences

Home
About
Photos
Reviews
Likes
Videos
Events
Posts

[Create a Page](#)

Look who is trending on ABC-Channel 13! Our very own Dr. Heather Evans! Political Science @ SHSU #twitter #shsu #abc13

Record crowd in Tampa, Florida - t you! We will WIN FLORIDA, #DrainTheSwamp in Washington! MAKE AMERICA GREAT AGAIN!

"We're going to make public college universities tuition-free for families r than \$125,000 a year."

What the candidates' style on Twitter says
At Sam Houston State University, as with most places these days, you can't walk but a few feet without seeing people on their phones.
ABC13.COM | BY TOM ABRAHAMS

SHSU College of Humanities and Social Sciences added an event
Yesterday at 3:39pm

"Ruffin It" with George Drew

Call Now
Message
Huntsville, TX 77340
(936) 294-2200
Open Today 8:00AM - 5:00PM
<http://www.shsu.edu/academics/humanities-an...>

PHOTOS

VIDEOS

CHSS Dean Abbey Zink

CHSS Dean Abbey Zink
@chssdeanabbeyzink

Home
About
Posts
Shop
Videos
Photos
Events
Notes
Likes
Manage Tabs

Liked More

CHSS Dean Abbey Zink shared SHSU College of Humanities and Social Sciences's post.
October 21 at 10:15am · 🌐

Sammy stopped by yesterday to help us celebrate our CHSS Dean's List students for Spring 2016. This event is among my favorites, as we have the opportunity to visit with our best students. Many thanks to the CHSS department chairs and advisory board members who joined us. We hope to see all of you again in Spring 2017!

PEOPLE ALSO LIKE

- Sam Houston State Sociology
College & University
- The Rentals in Huntsville
Real Estate
- East Texas History
Education

LIKED BY THIS PAGE

- SHSU College of Humanities and...
- Lone Star College-Tomball
- Lone Star College

LinkedIn: CHSS

The screenshot shows the LinkedIn profile for the College of Humanities and Social Sciences at Sam Houston State University. The profile has 1,041 followers and is currently being followed. The navigation bar includes Home, Profile, My Network, Learning, Jobs, Interests, Business Services, and Try Premium for free. The profile header features the college's logo and name, along with the university name and follower count.

College of Humanities and Social Sciences
Sam Houston State University
1,041 followers

Posts (1) Recent Activity (6)

College of Humanities and Social Sciences 2h
Sam Houston State University

Dr. Heather Evans, Associate Professor in the Political Science Department was featured on ABC Channel 13. Read on to learn about the latest twitter news in this presidential election!



What the candidates' style on Twitter says
abc13.com * At Sam Houston State University, as with most places these days, you can't walk but a few feet without seeing people on their phones.

[Unlike](#) • [Comment](#) • [Share](#) • 2

College of Humanities and Social Sciences 2d
Sam Houston State University

The Center for Rural Studies at Sam Houston State University made front page news today! Yesterday, Dr. Shannon Lane and Dr. Michael Fortunato gave a presentation to the Commissioners Court on Monday regarding the need for an ambulance in... [show more](#)



Study shows ambulance needed in growing Riverside community
itemonline.com * A study conducted by two sociology professors at Sam Houston State University shows that a...

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LinkedIn LinkedIn Corp. © 2018

LinkedIn: Zink

Home Profile My Network Learning Jobs Interests

Abbey Zink
Dean, College of Humanities and Social Sciences at Sam Houston State University

Recent Activity (17) Published (2) Drafts Followers (651)

Abbey Zink 1h
Dean, College of Humanities and Social Sciences at Sam Houston State University

Dr. Heather Evans, associate professor of Political Science at Sam Houston State University, is doing interesting research related to Twitter use in the presidential campaign. The results aren't what you might predict.

College of Humanities and Social Sciences
Sam Houston State University

Dr. Heather Evans, Associate Professor in the Political Science Department was featured on ABC Channel 13. Read on to learn about the latest twitter news in this presidential election!

What the candidates' style on Twitter says
abc13.com • At Sam Houston State University, as with most places these days, you can't walk but a few feet without seeing people on their phones.

Like • Comment • Share

Abbey Zink likes this 5h

Amber Elaine Cox
Executive Director at Council of Colleges of Arts and Sciences

Great feature on Gerry Greenberg- CCAS Board Member and Rockstar!

How?



Early results

- **Likes/followers**
 - **CHSS Facebook** – 592
 - Orientation activity
 - **CHSS LinkedIn** – 1,041 likes
- Increased “**shares**” and **cross-promotion** within CHSS and across SHSU
- Increased sharing of “**good news**” and original photos
- Increased **mentions in SHSU communications** (sliders, Facebook, campus publications)
- Increased **media coverage** of CHSS



What attracts the most interest

1. **Students** (profiles, achievements, activities)
2. **Student clubs** (activities, achievements, study away)
3. **Student contests** (photos with faculty on first day, for example)
4. **Faculty and student** collaborations
5. **Faculty** achievements
6. Shared **media mentions**
7. **CHSS events**

“Local” advertising



Career workshop

STAND OUT In Today's Job Market

ARE YOU PREPARED TO COMPETE IN
TODAY'S JOB MARKET?

Learn the newest, results driven
techniques to:

- Brand Yourself
- Create a Compelling Resumé and Cover Letter
- Demonstrate Your Strongest Soft Skills
(and strengthen your weakest)
- Develop Your 30 Second Elevator Pitch

Come dressed to have a
complementary professional
headshot photo taken!
Chances to win a \$25 gift
card to Barnes and Noble!
Giveaways available!

September 26 at 3pm – 5pm
LSC 304

September 27 at 12:30pm – 2:30pm
LSC 315



Presented by:
Terri Jagers
Clinical Assistant Professor & Director of Internships
College of Humanities and Social Sciences
Department of Communication Studies
Sam Houston State University



Prof. Terri Jagers

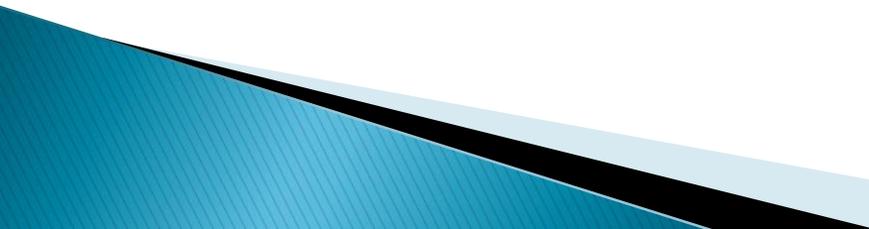
Questions?

A Space to Make our Case: The Liberal Arts Edge Lounge and Website

Gregory M. Sadlek
November 3, 2016



Challenges

- ▶ In the context of public skepticism about the value of a liberal arts education, we needed a way to market the value of liberal arts degrees to incoming and current students (and their parents)
 - ▶ My college comprises the fine arts, humanities, and social sciences at Cleveland State. We do not have a single, iconic building. We needed a space that can be the symbolic center to the college.
- 

A Model

- ▶ Dean Ann McCall’s “Liberal Arts Advantage” website at the University of Denver.
 - ▶ The College Office she set up for interacting with potential students.
 - ▶ **Problem:** we could recreate a similar website, but we could not staff an office.
 - ▶ **Solution:** create an open lounge in a high-traffic area in our Main Classroom Building
- 

Process to implement

- ▶ Worked with Provost to get possession of a space with high student traffic.
 - ▶ Worked with University Marketing and University Architect's Office to design the space.
 - ▶ The CLASS Communications Director designed posters, display boards, and website (with help of University Marketing).
 - ▶ I myself wrote much of the narrative for website and floating panels.
 - ▶ Worked with a faculty member in our Film Program to get CLASS TV up and running.
 - ▶ Total cost to college = \$133,000
 - ▶ The whole project took about one year to accomplish.
- 

The Website

CLEVELAND STATE UNIVERSITY
1964

PRESIDENT'S OFFICE ACADEMICS ADMISSIONS RESEARCH ABOUT CSU A-Z INDEX MYCSU

College of Liberal Arts and Social Sciences >
THE LIBERAL ARTS EDGE

Explore CLASS
What is Liberal Arts?
Earnings Potential
Transferrable Skills
Event Info
Alumni Interviews

Mailing Address
College of Liberal Arts & Social Sciences
2121 Euclid Ave., RT 1822
Cleveland, OH 44115-2214

Campus Location
Rhodes Tower, Room 1822
1860 East 22nd Street
Phone: 216.687.3660
class@csuohio.edu

The Liberal Arts Edge
WELCOME!

WELCOME TO THE LIBERAL ARTS EDGE

Earning Potential **Transferrable Skills**

Welcome to the Liberal Arts Edge Lounge! The lounge is a focal point for the College of Liberal Arts and Social Sciences (CLASS), whose departments and offices can be found in multiple locations across campus. Here students, parents, and visitors can learn more about the work of this complex college, which houses twelve departments and schools as well as several interdisciplinary programs in the fine arts, the humanities, and the social sciences. The college is a hub of exciting activities in such areas as theatre and music, philosophy and comparative religion, communication and economics. While great literature and art find a place of honor in our halls, group structures and social challenges also engage our attention. In short, studies of human diversity, language, history, and creativity center our efforts.

Engaged learning takes place both inside and outside the classroom in CLASS. The college is not only committed to full engagement with the local community in which we reside but also engaged internationally, having study abroad programs and partnerships with institutions in such countries as France, Hungary, Slovenia, Korea, and China.

THE LIBERAL ARTS EDGE QUICK LINKS
Arts Calendar

NEWS
"The Innerlink" Spring 2016
05/19/16
The Arts at CSU | April, May & Summer
04/05/16
"The Innerlink" Fall 2015
12/04/15
[more »](#)

RECENT CSU NEWS
CSU Welcomes Record Breaking Freshman Class
08/29/16
Meet CSU's Newest Faculty members
08/24/16
CSU, CMSD and Cleveland Foundation Partner...
08/17/16
[more »](#)

CONNECT WITH THE LIBERAL ARTS EDGE
f t in t

The Lounge—Looking North



Looking South



Another View with CLASS Television



Our Messages in Brief



What is CLASS?

WHAT IS CLASS?

The college encompasses a wide spectrum of disciplines that generally fall into three major areas:

The **Social Sciences** study how human beings function in groups, how groups and societies interact with each other, and how groups empower or marginalize individuals or subgroups. Major programs in this division include Anthropology; Black Studies; Communication; Communication Management; Journalism and Promotional Communication; Film, Television and Interactive Media; Criminology; Economics; Political Science; Sociology; Social Work; and Women's and Gender Studies.

The **Humanities** explore how humans perceive themselves and the world, how belief systems and values inform the judgments and the choices people make, and how we communicate. Major programs in this division include English, History, Linguistics, Spanish, French, Philosophy, and Comparative Religion.

The **Fine and Performing Arts** reveal humans at their most creative – in their ability to shape and transform how we see, hear, and order the world around us. Major programs in this discipline include Art, Music, and Theatre.

Liberal Studies is a broad and interdisciplinary program of study that crosses the boundaries of science, social science, and humanities.

Opening Reception: March 3, 2016



Cutting the Ribbon



Evaluation

- ▶ The Lounge has become a popular place for CSU students to hang out. There is always someone studying there.
 - ▶ Tours for prospective CSU students and their parents are routinely taken through the Lounge.
 - ▶ It's too early to judge whether or not this will help to substantially increase college headcount.
 - ▶ We need better direction finding signs from the Lounge to our CLASS Advising Center, which is located one floor above.
- 

Mixed enrollment results

- ▶ The number of u/g majors in CLASS programs is down 0.4% from fall 2015 to fall 2016. (Matches numbers for university as a whole)
- ▶ This is actually good news: The recent trend has been significantly dropping college headcount.
- ▶ The number of u/g student credit hours produced in CLASS this fall is up 2.3% (Better than the university as a whole.)
- ▶ The number of majors in Black Studies (+27%), Communication (+16%), English (+5%), History (+21%), Music (+7%), Political Science (+7%), and Theatre (+7%) are up from fall 15 to fall 16.
- ▶ The number of majors in other programs fell somewhat: Art, Criminology, Sociology, and Anthropology, Economics, Philosophy, Religious Studies, Social Work, World Languages.

General Conclusions

- ▶ You need significant internal or external funding to get this done.
 - ▶ You need cooperation from other university offices like Admissions, Marketing, and Architect's Office.
 - ▶ Having a college Communications Officer who can "tend" the lounge and website on a continuing basis is essential.
 - ▶ If you want your own "TV channel" you need to figure out how to make it sustainable.
 - ▶ Lounges like this one can indeed become a source of pride and identity for the college.
 - ▶ And they make our case for the liberal arts to both internal and external audiences.
- 