

# Engagement Strategy Worksheet for Presidential Couples

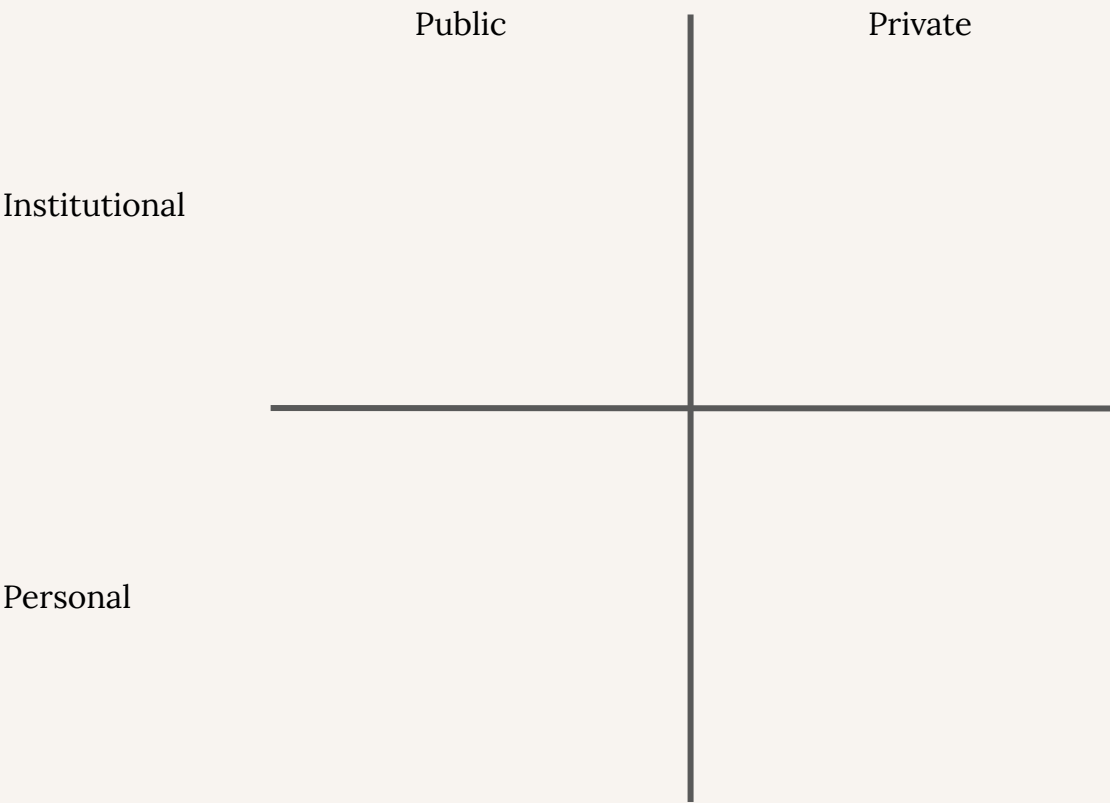
## SHARED VISION

What kind of public presence do we want to have—individually and as a couple?

- What values or themes should our public presence reinforce?
- What boundaries or concerns are most important to us?
- What does “authentic and intentional” mean to us?

## PUBLIC-PRIVATE ENGAGEMENT MAP

Where are we comfortable being seen, and where do we prefer privacy?



## SIGNATURE MOMENTS

What traditions or annual moments do we want to show up for, individually or as a couple?

- ☐ Move-in/Orientation
- ☐ Commencement
- ☐ Homecoming/Reunion
- ☐ Holiday Messages
- ☐ Campus Traditions
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## TONE & VOICE ALIGNMENT

What is our shared tone – and how might we differ?

- ☐ Formal
- ☐ Warm
- ☐ Approachable
- ☐ Inspirational
- ☐ Radiant
- ☐ Humorous
- ☐ Reserved

Where we align →

Where we differ →

## SUPPORT SYSTEM

Who helps us manage our presence – how can we engage them more?

- ☐ Marketing & Communications Team
- ☐ Advancement/Alumni Relations Team
- ☐ Chief of Staff
- ☐ President's Office Team
- ☐ Provost

Other key allies →

Key campus influencers →

## PRESIDENTIAL PRIORITIES MAP

Use this map exercise to explore how your presence – as a couple – can support your institution’s most important strategic priorities.

Institutional Priority	Strategic Goal	Why does this matter to us?	How can we engage? (Presence, message, story, etc.)

## ONE SMALL STEP

What’s one thing we’ll change or do next?