

Engagement Strategy Worksheet for Presidential Couples

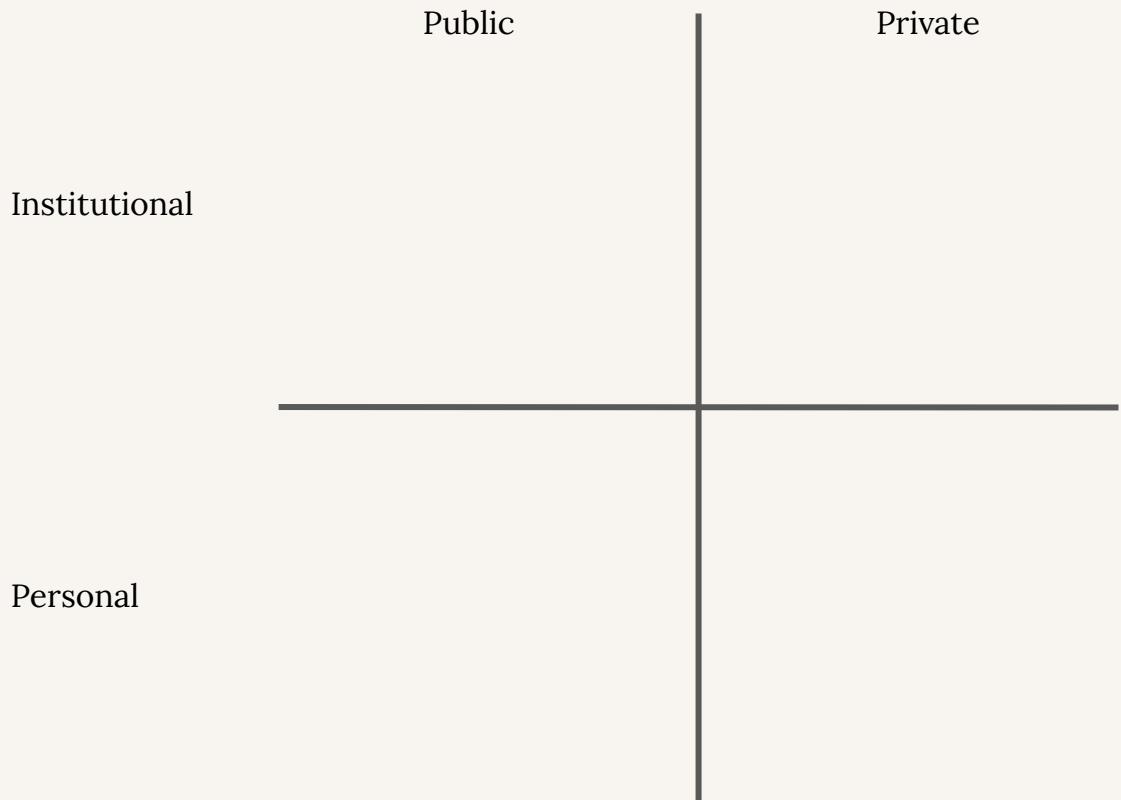
SHARED VISION

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?