

# 2025–26 STRATEGIC EDITORIAL CALENDAR

## INTRODUCTION

University Marketing & Communications (UMC) will use this editorial calendar to align storytelling and communications to TU's operational goals strategically. This calendar takes into consideration key milestone programs and events that happen throughout the academic year and aligns with TU's enrollment marketing efforts. All our work will help our students, faculty, staff and visitors feel seen, heard and welcome at TU.

It is important to note that while each month includes a strategic plan goal and key focus area, we understand the need for breaking news and other timely announcements throughout the year. To this end, UMC will serve as strategic advisers with our campus partners to determine goals for communications focused on the audience. This effort will allow us to identify the appropriate timing and communication tool to reach the intended audience.

## STRATEGIC PLAN GOALS



**INNOVATE**



**EDUCATE**



**SUPPORT**



**INCLUDE**



**ENGAGE**



**SUSTAIN**

## AUGUST



### SUPPORT

- Staff & faculty support
- Campus information
- Student resources
- Athletics
- Community support

### NEED TO KNOW

- Visit TU/Applications
- Move In/ Welcome to TU
- Start of Fall Semester
- On-Campus Job Fair
- Rankings Released

## SEPTEMBER



### INCLUDE

- Inclusion programming
- Inclusive campus support
- Inclusive research
- Employee culture & collaboration

### NEED TO KNOW

- Latine/x Heritage & Culture
- Rankings Released
- Visit TU/Applications
- Football Home Opener/Tailgate
- Career and Internship Job Fair
- Graduate & Undergraduate Open House

## OCTOBER



### SUSTAIN

- Environmental initiatives
- Professional development
- Advancement/Alumni
- Enrollment

### NEED TO KNOW

- LGBTQIA+ History & Culture
- Apply Now
- Family Weekend/Homecoming
- Campus Sustainability Month
- Graduate Studies Open House

## NOVEMBER



### INNOVATE

- Student & faculty research & programs
- Scholarships, grants, awards & funding
- Teaching pedagogy

### NEED TO KNOW

- Native American Heritage & Culture
- Fellowships & Awards
- Veterans Day
- Gen One Day
- Early Action Deadline:  
Merit Scholarships & Honors College

## DECEMBER



### EDUCATE

- Experiential & service learning
- Academic & interdisciplinary programs
- Academic & teaching excellence
- Mentorship

### NEED TO KNOW

- Commencement
- Winter Break
- Winter Celebrations
- End-of-Year Giving

## JANUARY



### ENGAGE

- Community service & partnerships
- Entrepreneurial support & resources
- Maryland impact
- Arts & culture programming
- Centers & shared governance

### NEED TO KNOW

- Minimester
- MD Legislative Session
- Start of Spring Semester
- TU's 160th Anniversary

## FEBRUARY



### SUPPORT

- Staff and faculty support
- Campus information
- Student resources
- Athletics
- Community support

### NEED TO KNOW

- Black History & Culture
- Undergraduate Contracts Phase
- Greek Recruitment & Rush Begins
- National Study Abroad Awareness
- Application Deadline

## MARCH



### INNOVATE

- Student & faculty research & programs
- Scholarships, grants, awards & funding
- Teaching pedagogy

### NEED TO KNOW

- Disability Awareness & Culture
- Get to Know TU/Connect
- Spring Break
- Mega Job & Internship Fair
- Women's History Month
- Admitted Students Day

## APRIL



### SUSTAIN

- Environmental initiatives
- Professional development
- Advancement/Alumni
- Enrollment

### NEED TO KNOW

- Impact TU, Greek Week, Tigerfest, Big Give
- Board of Regents Faculty Awards
- End of MD Legislative Session
- Earth & Arbor Days
- Graduate Studies Open House
- Admitted Student Day

## MAY



### EDUCATE

- Experiential & service learning
- Academic & interdisciplinary programs
- Academic & teaching excellence
- Mentorship

### NEED TO KNOW

- APIMEDA History & Culture
- Teacher Appreciation Day
- Commencement
- Enrollment Deadline
- Summer Session Begins
- Student/Faculty Awards
- Student Health and Well-Being

## JUNE



### INCLUDE

- Inclusion programming
- Inclusive campus support
- Inclusive research
- Employee culture & collaboration

### NEED TO KNOW

- Pride Month
- Orientation
- Summer at the Center
- Summer Research Begins
- Juneteenth

## JULY



### ENGAGE

- Community service & partnerships
- Entrepreneurial support & resources
- Maryland impact
- Arts & culture programming
- Centers & shared governance

### NEED TO KNOW

- Orientation
- StarTUp Accelerator Showcase
- Get to Know TU/Connect
- Board of Regents Staff Awards