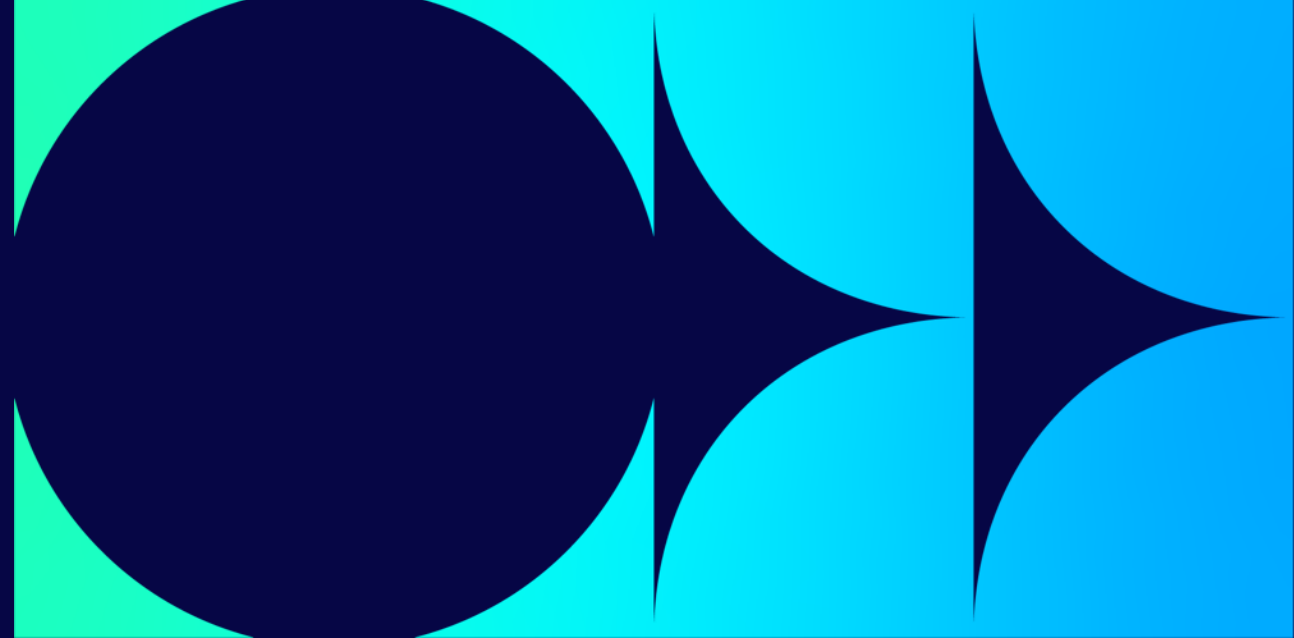


# Shared Responsibility

Taking action on reputation

Christian Cull  
Deputy Director, Communications  
4 December 2025



# Three strategic plans across three audiences

## The Greater Reach Plan

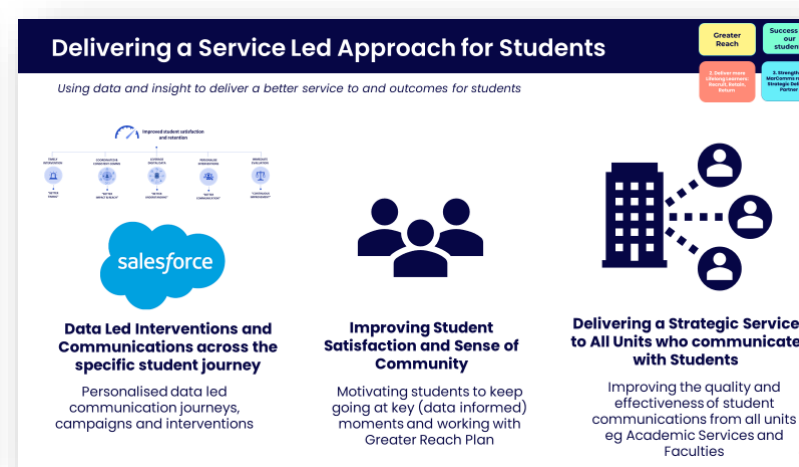
Focusing on potential students **with crossover onto students, staff, alum & partners**

## The Student Retention Plan

Delivering a service led approach for students

## The Employee Engagement Plan

Building the brand from the inside out



Elevating our brand and reputation

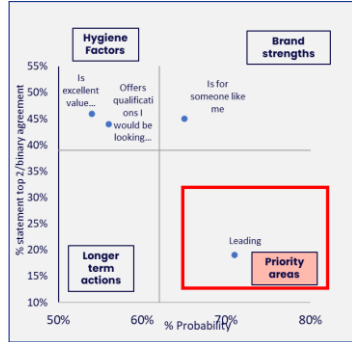
Creating opportunities to drive student numbers

Using data and insights to deliver a better service to and outcomes for our students

Delivering better outcomes for staff in terms of engagement and experience

# Building and operationalising The Greater Reach Plan

How we have built the Strategic Plan

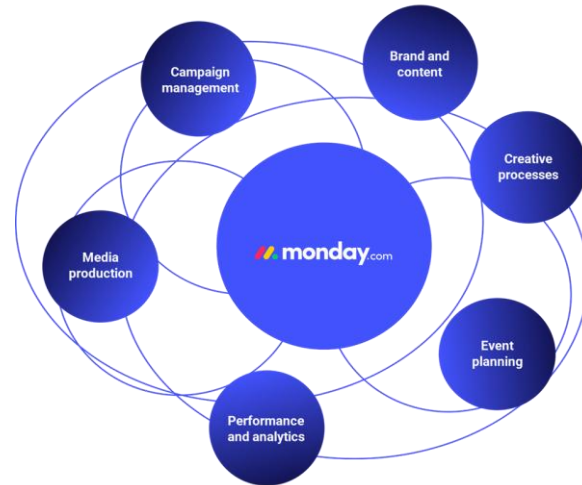


**A data and insight led approach**



**Maximising more earned media and advocacy**

How we are operationalising The Greater Reach Plan



**Brought to life through a transparent workflow management system**



**Focused on measurement, reporting & improving over time**

# Greater Reach: A Summary

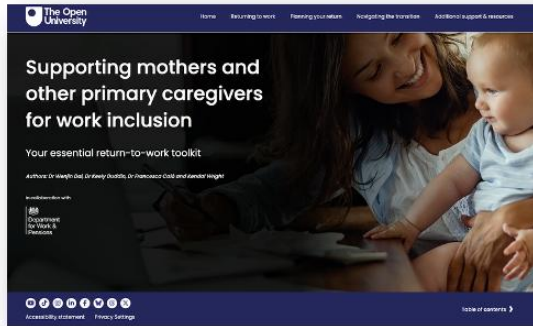
Prioritise Under 30 audience and their influencers  
Prioritise Employers

All Audiences

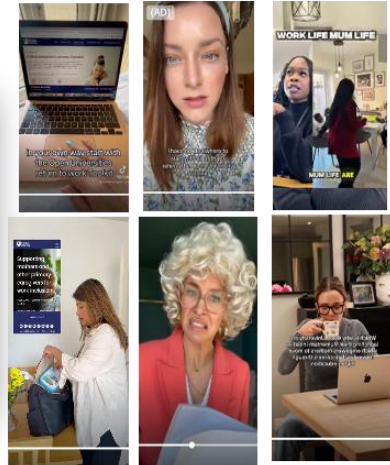
Students, Alum, Partners & Staff

Objectives	Macro Cross Organisation	<i>Prioritising Integrated high reaching comms campaigns</i>	<b>Reputation</b> (Act Like A Leader)	<b>The Open Mission</b> (Celebrate Our Difference & Act Like a Challenger)	<b>The OU Community</b> (Harness the power of advocacy and recommendation)
Channels	Open Learn BBC Social	<i>Leveraging &amp; optimising our high reaching channels</i>	<b>Extend reach of agreed high priority "Reputation" Open Learn content</b> <b>Drive awareness of specific BBC/OU program collaboration</b> <b>Prioritise &amp; extend reach of key "Reputation" content against priority segments on appropriate social channels</b>	<b>Drive awareness &amp; usage of Social Mission/OL content</b> <b>Drive awareness of specific BBC/OU program collaboration linked to Social Mission</b> <b>Prioritise and extend reach of key social content linked to OU Social Mission against key audiences on appropriate social channel</b>	<b>Use Open Learn content to spread advocacy &amp; recommendation amongst OU Community</b> <b>Use BBC content to increase positive sentiment amongst OU Community</b> <b>Engage student, Alum, Partner &amp; Staff audiences to create advocacy and buzz</b>
Audiences	Students Alum Staff Partners	<i>Amplifying visibility &amp; extending reach through advocates</i>	<b>Amplify student achievements at key moments</b> <b>Extend reach of key Alum talent stories in relevant sectors</b> <b>Extend reach of key OU academic staff</b> <b>Drive awareness of OU Partners where work is Future Facing, of high credibility or reinforces academic excellence and employability</b>	<b>Amplify Student achievements linked to Social Mission and Open Societal Challenges</b> <b>Amplify Alum achievements linked to Social Mission and Open Societal Challenges</b> <b>Extend reach of key OU staff work regarding Social Mission and OSC</b> <b>Drive awareness of OU Partner work where work demonstrates the Social Mission</b>	<b>Maintain high advocacy and recommendation scores</b> <b>Extend reach and buzz of key community events and moments</b> <b>Extend reach of positive advocacy and recommendation</b>

# Bringing this to life through our Mumentum campaign



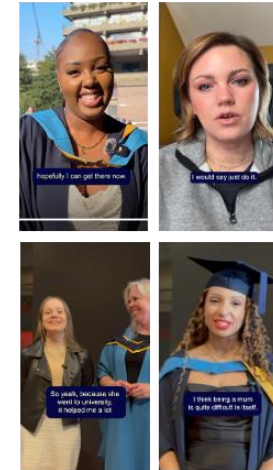
Toolkit Launch & Westminster Event



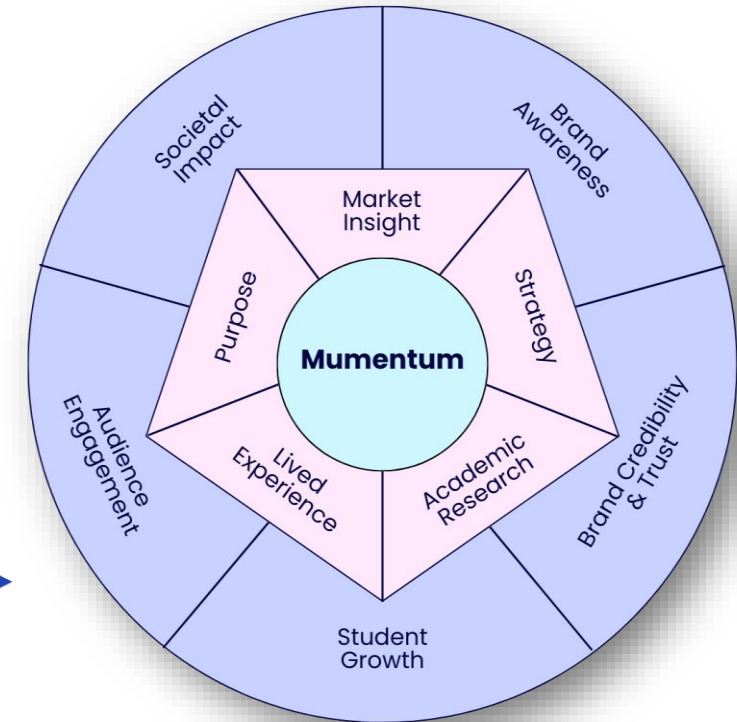
Creator-Led Amplification (combined reach of 1.7M), Social Engagement



DWP Partnership Rollout (estimated media value of £400k), Expert Voices & Targeted Social Ads



Long-Term Engagement & Recruitment



Strategy | Storytelling | Partnerships | Purpose

# Thank you