

THE AWARDS 2020

Outstanding Marketing/Communications Team

Institution name	University of Stirling
Submission title or project name	Ripple
Nominee/key personnel	Jennifer Harrison, Executive Director Communications, Marketing and Recruitment
URL	
Submission	<p>Our Strategic Plan tasks us with “increasing our research profile by 100%”. Key to this is engaging our academics to collaborate on new interdisciplinary programmes to raise our research profile, impact and income.</p> <p>Using an illustrative style, we combined over 20 research areas to visually articulate the potential for research collaboration and co-creation across faculties. Visually and conceptually disrupting, the ‘Ripple Campaign’ immediately produced a buzz on campus, creating greater awareness and understanding of Stirling’s research strengths among staff. On the back of this, the comms and public affairs team leveraged academics’ increased engagement to raise their profile and media output, and to influence politicians and policymakers.</p> <p>The Ripple campaign has been the catalyst for the institutional behavioural change required to deliver our Strategic Plan objectives. In the last year, Stirling academics have applied for more, and been awarded more, interdisciplinary, high-value research grants than at any time.</p>