



NYU & MINTENT

CASE STUDY



The University

New York University is a world-renowned University based in New York City with degree-granting campuses in Abu Dhabi and Shanghai, and global academic centers in Accra, Berlin, Buenos Aires, Florence, London, Madrid, Paris, Prague, Sydney, Tel Aviv, and Washington D.C.

As of last year, 36 Nobel Laureates, 7 Turing Award winners and 4 Field Medalists have been affiliated with NYU. In addition, among its faculty and alumni are over 30 Pulitzer Prize winners, over 30 Academy Award winners, and hundreds of members of the National Academies of Sciences. Alumni include heads of state, royalty, eminent mathematicians, inventors, media figures, Olympic medallists, CEOs of Fortune 500 Companies, and even astronauts!

The Challenge

The NYU Office of Alumni Relations is supported by a six-person communications team who handles all of the content for the University's more than 500,000 alumni from 21 schools. The team is responsible for engaging alumni through an integrated communications strategy that utilizes email marketing, event communications, social media, video, print and digital publications, and web.

With such a high volume of content to produce and distribute, the alumni communications team at NYU needed a solution that would bridge together all of the various tools they were using for different purposes, including Google Drive, Google Calendar, and SmartSheet. "There was limited visibility into team members' progress on certain projects. Scheduling content was manual and cumbersome, and each person was using their own system", said Sarah Shanahan, the Associate Director for Alumni Communications. There were multiple spreadsheets and calendars and content development and review were managed using lengthy emails chains.

The Solution

The team started to use Mintent once they realized that there had to be a better way. They are currently using the content calendar as a shared bird's eye view of everything that is scheduled across all channels at any given time. Each type of content that they create, from social media posts to newsletter articles and their associated assets now lives in Mintent and they are able to have visibility into the entire workflow. The draft editor stores the latest version of a draft online, so any updates or revisions happen in real time. Email communication is no longer necessary as commenting and workflow stages let team members know the status of all campaigns. The team has managed to centralize their communications planning from ideation to publication, which means that the time it takes to keep them updated is better spent on content creation and strategy.

"Mintent acts as a single source of truth for all of NYU's projects, and is a complete end to end solution for us. We use the idea bank to store ideas and requests from stakeholders, and can even attach metadata to ideas for easy search, retrieval and reporting. We can then push ideas from the ideas bank into our editorial calendar when we're ready to start working on them", says Sarah Shanahan, the Associate Director for Alumni Communications.

From the calendar, the team at NYU can create new items, work on them within the draft editor, make revisions, collaborate with comments, add attachments, and mark up PDFs. With workflows, they can assign due dates to certain team members at different stages of production, and they'll get notified automatically when it's their turn to work on something.

"Basically, everything lives in the platform: from ideation and requests to planning, storage of assets, assigning tasks to teammates, and analytics and reporting. There really is no need to ever work outside of the app. Mintent also offers customers a dedicated customer success manager who has been working with our team throughout the entire engagement, and is extremely helpful in us getting the most value from the platform that we possibly can," states Sarah.



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—Sarah Shanahan, Associate Director for Alumni Communications.

Where are they now?

"The NYU alumni communications team is looking forward to growth within the department and Mintent will play an important role as we allocate resources and train staff in this expansion; with the addition of new team members, the need to stay organized is even more pressing. We feel that by getting all of our content into the platform, and continuing to use it for all aspects of our marketing, our team has really been set up for success" said Sarah.

To learn more about Mintent, [click here](#).



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