

Public Relations

www.jackhorner.com

Corporate Office: 610.768.3700



Case Study:

Carnegie Mellon's H. John Heinz III College Launch

The Challenge

When Carnegie Mellon transformed the graduate curricula offered at the former H. John Heinz III School of Public Policy and Management into the new H. John Heinz III College, the university needed a rebranding strategy that positioned the new college as a thought leader in the world of public policy and information technology. That strategy needed to include a launch event that not only introduced the college's new brand but also paid tribute to the late U.S. Senator Henry John Heinz. Jack Horner Communications (JHC) was brought on to assist in the communication of the new brand. The JHC team was tasked with developing and executing an official dedication and launch event, which needed to include faculty, students, administration, the Heinz family and other key stakeholders and dignitaries.

The new Heinz College consists of the School of Public Policy and Management and the School of Information Systems and Management, both of which feature a unique blend of public policy, management and technology disciplines. The new curricula is designed to provide graduate students with the policy and technical expertise needed to overcome critical global issues. The launch event not only needed to unveil that new mission, it also needed to explain the significance of the new curricula and the impact it can have on developing leaders who are better equipped to work across disciplines and confront global problems.

The Solution

The JHC team decided the launch event for the Heinz College needed three key components — a formal announcement unveiling the new vision; a dedication in Hamburg Hall, the official home of the college; and an open-house that enabled students to interact with the Heinz family and other dignitaries.

Integrating the memory of Senator Heinz into the event was at the center of JHC's program development. The team made sure to incorporate his legacy of social awareness and environmentalism into all collateral pieces, including invitations, e-mail blasts, programs and signs. The team also designed and wrote copy for a bronze plaque memorializing Senator Heinz. JHC directed the production of the plaque and incorporated its unveiling into the launch event program. Since many of the students taking classes at the Heinz College are too young to remember the Senator, JHC coordinated a special Lunch-N-Learn event for students prior to the launch. During the program, a Heinz family archivist spoke about the late Senator's public impact. JHC wrote and produced a slide presentation with photographs, quotes and facts about the Senator. That presentation was played for guests as they entered the auditorium for the launch event.

The event began in McConomy Auditorium with a formal announcement from the Carnegie Mellon Board of Trustees. Paul H. O'Neill, former U.S. Treasury Secretary and member of the Heinz College Dean's Advisory Council, delivered a keynote address that explained the importance of blending public policy, management and technology disciplines. Senator Heinz's widow, Teresa Heinz, also spoke about her late husband's legacy and the significance of the new college.

Following the formal announcement, speakers, dignitaries and guests participated in a bagpipe procession to Hamburg Hall, the home of Heinz College. The bronze relief of Senator Heinz was dedicated in the foyer of the building, which was packed with students, faculty and guests, all dressed in red T-shirts featuring the new Heinz College logo. Following the bronze dedication, hundreds of balloons were dropped from the ceiling. All guests then enjoyed an open-house reception that allowed students to interact with the Heinz family.



The Results

C-SPAN

- More than 400 students, faculty and distinguished guests gathered to celebrate the legacy of the late Senator Heinz and the future of the college.
- JHC secured prominent media: C-SPAN filmed the ceremony and aired the entire program to its 52 million viewers.
- Heinz College reached audiences in Washington, D.C. and around the world with its new value proposition.



"The JHC team truly delivered with great creativity and strong project management. Plus, landing C-SPAN was a terrific brass ring win for our launch."

*Ann English
Senior Director of Operations
H. John Heinz III College*

Carnegie Mellon
Heinz College

