

STRATEGIES WORKSHEET

Create and Implement a Communication Plan that Provides for a Clear Means of Top-Down, Bottom-Up, and Lateral Communications (a) Between Administration, Faculty, and Staff and Between Colleges, Schools, Departments, and Other On-Campus Units.

A. Introduction and Background

Internal and external communication is critical for recruitment and retention of students, employees, and donors, successful customer service, and for the effective implementation of the strategic plan. Currently, there are no university personnel dedicated to internal communications. Instead, the responsibility for internal communication falls to individual departments and employees, which in turn results in a lack of consistency and accountability.

This strategy seeks to accomplish two things: (1) Present clear, consistent messaging to current administrators, faculty, staff, and students about what sets ECU apart from other universities and (2) Provide easy-to-find and simple-to-follow information on critical processes. This strategy will involve the following:

1. Identify and empower specific personnel to manage internal communications
 - a. Internal communications personnel need appropriate skills, motivation, authority, resources, and compensation
 - b. Ensure that internal communications is the focus of such personnel and that they are not overburdened or diverted from this primary responsibility by other obligations
 - c. Provide specific methods for gathering and submitting information for dissemination
 - d. Provide uniform "general" messaging ideas and themes that can be easily tailored to match specific activities, triumphs, and challenges in individual colleges or departments
2. Identify and implement effective methods for interdepartmental and intercollege communications
 - a. Communicate events that have cross-departmental and cross-college interest and do so in a timely and accessible manner
 - b. Brag to each other about achievements and share tips on successes
 - c. Identify and utilize multiple formats for internal communications
3. Make internal information on critical processes easier to find and simpler to use
 - a. Put university forms into one central, easy to access location
 - b. Ensure uniformity of information for matters that involve multiple departments
 - c. Streamline processes and approvals
 - d. Use technology to simplify communications, form completion, and approval processes

B. Contribution to Other Goals

This strategy will significantly contribute to each of the other five strategic goals, which are:

- Goal 1: Achieve Academic Excellence
- Goal 2: Maintain Strong Undergraduate and Graduate Enrollments and High Retention, Graduation, and Job Placement Rates
- Goal 3: Create and Nurture an Inclusive, Dynamic, and Engaging Experience for All Stakeholders
- Goal 5: Acquire, Manage, and Leverage Resources

C. Specific Actions, Elements, Steps, and Timelines

[To be left blank for now per consultants]

D. Potential Models and Useful Information

University of Montana

<http://www.umt.edu/communicate/doc/Report.pdf>

Kennesaw State University

http://uc.kennesaw.edu/resources/resources_docs/uc_strategic_communication_plan_2015-2017.pdf

University of Dayton College of Arts and Sciences

https://www.udayton.edu/artssciences/about/ops_manual/images_docs/17-18/cas-strategic-comm-plan-2017.pdf

North Carolina State University

https://universitycommunications.ncsu.edu/wpcontent/uploads/2016/11/FULL_PLAN_FINAL_MAY.pdf