

STRATEGIES WORKSHEET

Create a communication plan to timely and effectively disseminate information about ECU to the greater Ada community, alumni, employers, and other interested stakeholders, e.g.: (a) Economic impact (b) Achievements (c) Academic programs, campus hours, ECU events and activities

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. ECU's current department focusing on external communication is Communications and Marketing. Limited resources have significantly affected the ability of the department to accomplish what their professional knowledge recommends.

This strategy seeks to accomplish two things: (1) Present clear, consistent messaging to the ECU's various external stakeholders including but not limited to the community, alumni, and both current and potential donors and (2) Show the academic, cultural, and economic impact ECU has on the community. This strategy will involve the following:

1. Develop a methodology to measure the economic impact East Central University has on the local community.
 - a. Partner with the Ada Jobs Foundation or an external entity to develop a formula that accounts for inflation over time to measure the economic impact one student and one employee of ECU has on the community.
 - b. Establish a communication plan that explains why this information is important to the community.
2. Identify the university's successes and implement a communications plan to reach external stakeholders.
 - a. Provide specific methods for gathering and submitting information for dissemination.
 - b. Communicate what ECU does well and how it is unique.
 - c. Brag about achievements
 - d. Identify and utilize multiple formats for external communications
3. Determine best practices for informing and engaging the community.
 - a. Conduct detailed market research on a reoccurring basis to determine the best methods for reaching members of the community.
 - b. Provide uniform "general" messaging ideas and themes that can be easily tailored to match specific activities in individual colleges or departments.
4. Assess communication staffing needs.
 - a. Study what relevant peers are doing and what tools they are using.

B. Contribution to Other Goals

This strategy will significantly contribute to four of the strategic goals, which are:

- 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

The UpJohn Institute for Employment Research: Economic Impact of Northwestern Michigan College: <https://research.upjohn.org/cgi/viewcontent.cgi?article=1213&context=reports>