



Strategic Plan 2014-2018 - Communication Plan

The purpose of this communication plan is to be as transparent and inclusive as possible. University staff, students, alumni, and community stakeholders will have many opportunities to learn about the strategic planning process and to participate in the implementation of the plan.

Effective and efficient campus-wide and community-wide communications will encourage engagement, stimulate idea-sharing, and report on results.

Goals:

- Actively seek University-wide input
- Keep the University community well-informed
- Promote plan implementation accountability
- Build support for the strategic plan within the larger university community
- Information should
- Be timely, complete, accurate and relevant to the audience
- Promote opportunities for broad and constructive conversation
- Be made available at the frequency and level of detail suitable to audience

Objectives:

Encourage transparency and collaboration Promote awareness and participation Inform campus
Communicate results to a broad external audience

Audiences:

Internal Constituencies:

- Strategic Planning Groups
- Governance
 - Classified Staff
 - Academic Staff
 - Faculty Senate
 - Student Senate
- Faculty, university staff and students
- Directly Participating Community Members

External Constituencies (Contact Point):

- Alumni and Donors (University Advancement)
- UW-Parkside Foundation Board (University Advancement)
- Parents/Host Families (Dean of Students?)
- Media/General Public (Communications)
- Regional legislators and elected officials (Communications) Community Partners/Chambers (Communications)
- College and Department Advisory Boards (Deans)
- UW-Parkside Retirees and Emeriti Faculty (University Advancement)

Key Communicators:

- Chancellor
- Office of Institutional Effectiveness
- Institutional Effectiveness Advisory Group (IEAG)
- Vice Chancellors, Deans, Directors, and Department Chairs Governance Groups
- Faculty Senate Chair
- Academic Staff Chair
- Classified Staff Chair
- Parkside Student Government President
- Foundation and College Advisory Boards

All communication will flow through the Strategic Planning Coordinating Group, in consultation with the Chancellor's Cabinet.

Modes of Message Delivery:

Internal Sources

- Campus Website (Main Communication Source)
- Email (Once a month – First Monday). As the process unfolds, these will include information about opportunities for input, summaries of results, updates on the process, reminders about additions to the web site, and other key information for keeping constituents updated.
- SharePoint (faculty members and students could be added to a Strategic Planning Group)
- Campus Publications
 - UW-Parkside Annual Report
 - Pillars of Excellence – Executive Summary
- Student Media
 - Ranger News
 - WIPZ LP-UW-Parkside Radio
- Social Media
 - Facebook
 - Twitter

- LinkedIn
- Meetings
 - Leadership Assembly - Fall
 - Bi-annual Update to the Institutional Effectiveness Advisory Group (IEAG) – Fall and Spring
 - Office of Institutional Effectiveness Update to College Advisory Boards - Spring
 - Annual Campus Update - Spring
 - Convocation

External Sources – Press Release

- Campus Website (Main Communication Source)
- Local Newspaper
- Local Radio Stations
- Local TV Stations