DEVELOPING YOUR COMMUNICATIONS PLANS:

PROMISING PRACTICES

July 22, 2019
WHY CREATE A PLAN?

• Engender trust and engagement
• Generate more ideas for possible initiatives
• Enhance faculty buy-in
• Ensure you’re reaching the broadest audience possible
GETTING STARTED: QUESTIONS TO CONSIDER

1. Who should receive this information?
2. Who would be the best sender?
3. What is the bottom-line message?
4. How might the message be interpreted?
5. How do we solicit feedback & what kind of feedback do we want?
6. What are the best channels for communicating?
7. How should we time and sequence this message?
GETTING STARTED: DEFINE YOUR PURPOSE

What do you want people to know, to do, or to feel that they don’t now?

Keep this in mind whenever communicating about the project.
DETERMINE THE “WHO”

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DETERMINE THE “WHO”

<table>
<thead>
<tr>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Who will make decisions based on the data?</td>
</tr>
<tr>
<td>• Who will influence these decisions?</td>
</tr>
<tr>
<td>• Who will be impacted by these decisions?</td>
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<tr>
<td>• Who might be resistant to the results or resulting decisions made?</td>
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<tr>
<td>• Who are we missing?</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Senders</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Legitimate power: Provost, Deans, Chief Diversity Officer, etc.</td>
</tr>
<tr>
<td>• Reward power: Department Chairs</td>
</tr>
<tr>
<td>• Expert power: IR Director, COACHE representative</td>
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<tr>
<td>• Referent power: respected colleagues, naysayers</td>
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</tbody>
</table>

Identify the most appropriate sender for each recipient group.
FOCUS, FRAME, & FEEDBACK

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FOCUS

Identify & focus on the bottom-line message.
Audience Considerations:
- Knowledge level
- Possible reactions
- Reason for listening
- Needs
FEEDBACK

- Only ask for feedback you can use
- Use open-ended questions when soliciting feedback
- Carefully consider how to construct a forum for feedback that would elicit responses from a broad range of constituents
CHOOSE A CHANNEL & CONSIDER THE CONTEXT

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ASSESS & SELECT CHANNELS

Considerations for selecting a channel:

• Richness
  ✓ Supports immediate feedback
  ✓ Provides verbal and non-verbal cues
  ✓ Has a personal focus

• Permanence
• Speed
• Cost
• Effect
Sample Communications Channels

- Email
- Intranet/employee portal
- Faculty lounges
- Department meetings
- Community meetings
- Newsletter
- Social media
- Website
PARTNER SPOTLIGHT: WEBPAGE

Strengths:
• Links to the preview report and dashboard views
• Highlights areas of strength and areas for improvement
• Provides names of working group committee members
• Lists a clear roadmap of next steps
• Links to previous findings, strategies, and progress
• Provides contact information for faculty questions

Suggestions for improvement:
• Make links to preview report & dashboards more obvious
• Specifically solicit feedback
• Include meeting documents and update stakeholders on progress
• Be consistent in naming of the survey – Faculty Job Satisfaction Survey, not “COACHE Survey”

https://facultyexcellence.ucf.edu/coache/
PARTNER SPOTLIGHT: WEBPAGE

https://www.loyola.edu/department/faculty-development-diversity/work/coache

Strengths:
- Gives background on survey and its importance to Loyola’s strategic initiatives
- Links to preview report (gated)
- Provides list of Loyola’s “COACHE Team” members and clear updates on what they’ve done in response to the results
- Gives guidance on how to read the results and where to start
- Asks faculty to keep specific questions in mind when reviewing results
- Provides a clear roadmap to their next steps, including deadlines and who is involved at each stage
CONSIDER THE CONTEXT

• Organizational climate
• Timing
  • Don’t assume your messages will reach your audience the first time you send them
• Location
QUESTIONS? REACH OUT!

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