

DEVELOPING YOUR COMMUNICATIONS PLANS: *PROMISING PRACTICES*

August 9, 2019



collaborative on academic
careers in higher education

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?



DETERMINE THE “WHO”

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DETERMINE THE “WHO”

Recipients

- Who will make decisions based on the data?
- Who will influence these decisions?
- Who will be impacted by these decisions?
- Who might be resistant to the results or resulting decisions made?
- Who are we missing?

Senders

- Legitimate power: Provost, Deans, Chief Diversity Officer, etc.
- Reward power: Department Chairs
- Expert power: IR Director, COACHE representative
- Referent power: respected colleagues, naysayers

Identify the most appropriate sender for each recipient group.

FOCUS, FRAME, & FEEDBACK

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FOCUS



Identify & focus on the bottom-line message.

FRAME

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

ASSESS & SELECT CHANNELS

Sample Communications Channels

- Email
- Intranet/employee portal
- Faculty lounges
- Department meetings
- Community meetings
- Newsletter
- Social media
- Website



PARTNER SPOTLIGHT: WEBPAGE



<https://facultyexcellence.ucf.edu/coache/>

Strengths:

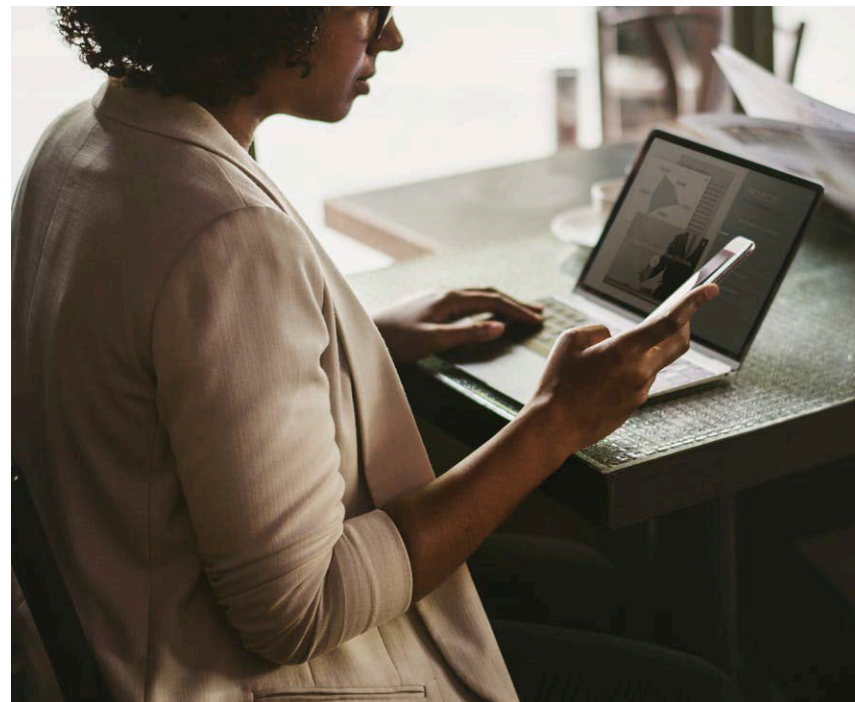
- Links to the [preview report](#) and [dashboard views](#)
- Highlights areas of strength and areas for improvement
- Provides names of [working group committee members](#)
- Lists a clear roadmap of next steps
- Links to [previous findings, strategies, and progress](#)
- Provides contact information 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”

CONSIDER THE CONTEXT

- Organizational climate
- Timing
 - Don't assume your messages will reach your audience the first time you send them
- Location



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