

Sample Communication Plan – Louisiana State University

December 1	
2	
3	Provost discussed COACHE with Faculty Senate leadership, arranged for discussion at January meeting ✓
4	Submit messages to Harvard IRB & LSU IRB ✓
January 1	Preparation for communication plan launch ✓
	Provost communicates COACHE to Deans and VPs ✓
	Broadcast email from Provost Introducing COACHE (January 8, 2021; open rate 61%) ✓
2	Launch COACHE website (January 8, 2021) ✓
	Feature in OAA newsletter (January 18, 2021) ✓
	Dean Peterson talks to Dean’s Lunch and Learn (January 22, 2021) ✓
	Feature in News and Notes, Employee Hub (January 26, 2021) ✓
3	
4	Dr Elliot remarks at Faculty Senate meeting (January 25, 2021; 3pm, Zoom) ✓
	Provost remarks Townhall (January 20, 2021; 3pm, Zoom) ✓
	Faculty Senate President Email (January 28, 2021); amended slightly by Dr. Lopez ✓
	Moodle link to website (January 29, 2021) ✓
February 1	Feature in News and Notes, Employee Hub cont’d ✓
	Email From President: Broadcast to Deans and VPs and Chairs (February 4, 2021; open rate 62%) ✓
	Feature posted to Media Center (February 5, 2021) ✓
2	Implement COACHE (February 8, 2021) ✓
	myLSU tile live (February 8, 2021) ✓
	OAA Broadcast announcing launch (February 12, 2021) ✓
	Shinehee Jeong speak to UCGE (February 8, 2021 10am) ✓
	Feature in LSU Research Highlights (February 10, 2021) ✓
	Email from Dr. Monique Fondren Cain to Black Caucus members (2/12/21; second reminder week of 2/15/21) ✓
	Email from Tammy Millican to UCGE members ✓
3	
4	Email from Bill Mattera to LGBTQIA Caucus ✓
March 1	Updated feature in News and Notes, Employee Hub cont’d ✓
	RR discussed at weekly-check in with Deans ✓
	Specific communications go to college communicators (March 10, 2021) ✓
	Add agenda item about RR to provost meeting with chairs and deans ✓
2	Science Café future of faculty (March 18, 2021; 6pm) ✓

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	-in news and notes; on employee hub; on LSU calendar; ORED email; push thru social media; announced at faculty senate; mentioned at covid check-in/dean meeting; email to CORE committee members ; emailed to college communicators
3	Reminder goes out from COACHE (March 22, 2021) ✓
	Email to Deans, Chairs, VPS corresponding with COACHE reminder from Dean Peterson (March 24, 2021) ✓
4	Broadcast email from Sam re research-driven impacts of COACHE (March 26, 2021) ✓
	Non-tenure track faculty email from Johnna Roose (March 31, 2021) ✓
	Email to VetMed from Harry Green (April 1, 2021) ✓
April 1	Feature in News and Notes, Employee Hub (April 7, 2021)
	Reminder goes out form COACHE (April 5, 2021) ✓
	Final reminder broadcast email from provost (April 8, 2021)
	Tina Harris email to caucuses (April 6, 2021) ✓
2	COACHE ends (April 12, 2021)
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