UNIVERSITY OF WISCONSIN
River Falls
WORK TOGETHER. STAND APART.

Strategic Planning Communication Plan

Executive Summary of the Communication Plan for the Strategic Planning Process for UW-River Falls:

Our strategic plan requires both embracing change and excellence in communications. The main purpose of this communication plan is to be as transparent and inclusive as possible. Students, classified staff, academic staff, faculty, administration, alumni, and community stakeholders will have many opportunities to learn about the strategic planning process and to participate in determining the future direction of the University of Wisconsin-River Falls. This communication plan will help ensure that communication will be as timely as possible and reach all audiences in multiple ways. Effective and efficient campus-wide and community-wide communications will encourage engagement, stimulate idea-sharing, and report on results.

Objectives:

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

Constituencies/Audiences:

Internal Constituencies:

- Strategic Planning Coordinating Group
- Shared Governance
    - Classified Staff
    - Academic Staff Council
    - Faculty Senate
    - Student Senate
- Students, Faculty, Staff, and Administration
- Directly Participating Community Members

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External Constituencies (Contact Point):

- Alumni and Donors (Advancement)
- UW-River Falls Foundation Board (Advancement)
- Parents/Host Families (NSFP)
- Chancellor's Advisory Council (Chancellor's Office)
- Media/General Public (Communications)
- Regional legislators and elected officials (Communications)
- Community Partners/Chambers (Communications)
- Outreach
- College and Department Advisory Boards
- UW-River Falls Retirees and Emeriti Faculty (Advancement)

Key Communicators:

- Chancellor
- Strategic Planning Coordinating Group
- Vice Chancellors, Deans, Directors, and Department Chairs
- Governance Groups
    - Faculty Senate Chair
    - Academic Staff Council Chair
    - Student Senate Chair
    - Classified Staff Representative
- Foundation and Advisory Boards

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

Modes of Message Delivery:

<u>Internal Sources</u>

- Campus Website (Main Communication Source, includes FAQ)
- Email/Falcon Daily (every week to every other week). 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.
- D2L (faculty members and students could be added to a Strategic Planning Group)
- Campus Publications
    - Strategic Planning publication
    - Falcon Quarterly

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    - Falcon Online
    - Falcon Features
    - College Specific
    - Falcon411
    - Falcon Families
    - Falcon Friends
    - The Educator
    - Brochures/Flyers/Postcards
- Student Media
    - Student Voice
    - WRFW-campus
    - Cable TV-campus
    - AXIS TV-campus
- Social Media
    - Facebook
    - Twitter
    - LinkedIn
- Meetings
    - Town Hall Meetings
    - Opening Meetings
    - College/Department Meetings
    - Shared Governance Meetings

<u>External Sources</u>

- Internet at RiverTowns (Rivertown newspapers websites)
- Local Newspapers
    - Pierce County Herald
    - Baldwin Bulletin
    - New Richmond News
    - Hudson Star Observer
    - River Falls Journal
    - The Shopper/Helmer Printing
    - Amery Free Press
    - Red Wing Republican-Eagle
    - Dunn County News
    - Hastings Star Gazette
    - Pioneer Press
    - Star Tribune
    - The Wheeler Report
    - Eau Claire Leader-Telegram
- Local Television Stations
    - WCCO

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        - KARE-11
        - FOX 9
        - KSTP
        - WPT
        - Almanac/TPT
        - WQOW-TV (Eau Claire)
        - WEAU-TV (Eau Claire)
        - WXCE news
    - Local Radio Stations
        - WPR
        - MPR
        - KS95 radio
        - Clear Channel B95 radio (Eau Claire)
        - Pure radio 887

Actions:

- Approval of Strategic Planning Communications Plan
- Identification of Strategic Planning Themes
- Strategic Planning Publications
- Define Website Components
- Update Strategic Planning Website
- Populate Strategic Planning Website
- Populate Special Falcon Daily Emails (every week to two weeks)

Timeline for Communication:

Phase I Summer 2011 – Create Communication Plan and announce initial Strategic Plan steps (select internal audiences, such as Faculty Senate and administration)

Phase II August and September 2011 – Launch website, Opening Week presentations, Town Hall meeting, listening sessions and online forum/survey (All internal and external audiences notified one week before Opening Day presentation.)

- What is communicated:
    - Opening meeting
    - Announcement of new strategic planning process, web page as primary source of information, what is available there: such as summary of spring online survey, environmental scan, communication plan, initial SWOT analysis, etc.
- Responsible party/ies:
    - Communications/Events Taskforce (CET) generates draft announcement, SPCG/administration approves, CET responsible for disseminating to above audiences using communication guide.

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Phase III October through December 2011 – Share draft Mission, Vision, Values, Goals and gather input from online survey/forum (All internal and select external audiences)

Phase IV February and March 2012 - Draft plan is discussed in campus information sessions and online survey/forum (All internal and select external audiences.)

- What is communicated:
    - Draft plan and reminder to check web page for details/additional information
- Responsible party/ies:
    - Communications/Events Taskforce (CET) generates draft announcement, SPCG/administration approves, CET responsible for disseminating to above audiences using communication guide.

Phase V April/May 2012 – Strategic Plan is adopted, communicated, and celebrated. (All internal and external audiences.)

- What is communicated:
    - Final plan and reminder to check web page for details/additional information
- Responsible party/ies:
    - Communications/Events Taskforce (CET) generates draft announcement, SPCG/administration approves, CET responsible for disseminating to above audiences using communication guide.

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