

WASC SELF-STUDY COMMITTEE

Communication Plan

1.0 Scope

The WASC Self-Study Committee communications planning activities identify the appropriate level of communication for each stakeholder, what information should be distributed, and the frequency of communications. This plan also includes the vehicle of communications (email, face-to-face meetings, etc.).

This initiative's primary audiences are:

- Faculty
- Staff
- Students
- Local and General Public

and the communication topics include:

- What is WASC
- What is a Re-Affirmation
- Why Re-Affirmation is Important to HSU
- What is the High-level Plan and Schedule
- What is the Progress of WASC Self-Study Committee Effort
- How Everyone Can Provide Feedback
- Where Can Everyone Get More Information (<http://wasc.humboldt.edu/>)
- How does WASC relate to "Living Our Pledge"

2.0 Communication Channel by Audience

There are a variety of ways to communicate with the people that you want to reach. This matrix lists the most common methods and audiences on campus and provides room to identify additional ones. Check the box at the row/column intersection and then transfer that information to the Communications Schedule in Section 3 below. Shaded fields indicate channels that have not been found to be effective with that audience type (subject to MarCom's review for this effort).

Office of Academic Affairs, Council of Chairs, All-Chairs meetings, University Senate, Staff Council, and Associated Students.

CHANNELS		AUDIENCES									
		Students	New Students	Faculty	New Faculty	Staff	New Staff	Administrator	Alumni	ITS Help Desk	Public
HSU Portal	Campus Announcements Pagelet			X		X					
	My Announcements Pagelet										
	Division Pagelet										
	College Pagelet										
	Special Areas Pagelet										
Web	Web announcement										
	Humboldt NOW	X		X		X					
	Social Networking										
Email	University Notices	X		X		X					
	Email: all-campus										
	Email - targeted										
Paper	Paper mailings – all departments										
	Paper mailings – targeted										
	Flyers										
	Posters on bulletin boards										
	Posters in labs										
Regular Meetings	Department / College meetings-Department Coordinators (ColDepts)					X					
	Department / College meetings-Student Administrative Assistants (SAAS)					X					
	Department / College meetings-Department Chairs			X		X					
	Department / College meetings-Budget & Finance Group (BFG)										
	Cabinet Meeting										
	University Senate Meeting			X		X		X			
	Associated Student Meeting	X									
Other	Lumberjack Newspaper	X		X		X					
	Electronic Bulletin Boards-The J										
	Electronic Bulletin Boards-Housing										

CHANNELS	AUDIENCES									
	Students	New Students	Faculty	New Faculty	Staff	New Staff	Administrator	Alumni	ITS Help Desk	Public
Electronic Bulletin Boards-SBS Lobby										
Student Center Help										
Faculty Center Help										
Student Radio (KRFH)	X									
Releases, Updates, and Fixes (RUF) Meeting										
ITS System Status (Systat)										
Open Forum	X		X		X		X			X
WASC Website (Update)	X		X		X		X			X
Chalk	X									

NOTE: For WASC the focus will be on face-to-face communications and completely avoiding social media. It is also very important to share this plan with the 2025 and Strategic Plan groups so that our messages are in sync with the HSU "Living Our Pledge" public relations campaign that was kicked-off during the Fall 2016 Welcome and so that we appropriately schedule our messages (sometimes producing joint messages).

Could later expand the list to include parents if accreditation is going to be pitched to them (see SJSU's Journalism FAQ).

3.0 Communication Message by Phase

Each effort has different phases or stages and each may need different messages and communication channels. The following pages describe the phases and the message outcomes, topics, and channels by audience, as well as why the results of this effort matter to each audience (subject to MarCom's review for this effort).

Report Writing

(Summer 2016-July 2017)

I'm a Student

Outcome: Students participate in the report review:

- Why are the results of this report important to me?
- How is "Living Our HSU Pledge" (make clear it's not the student version) part of the re-affirmation process?
- How can I comment and when are my comments due?

Channel: Associated Students Meeting, University Senate Meeting, HSU WASC Website, University Notices, Open Forum, Student Radio, Humboldt NOW, Chalk

I'm Faculty

Outcome: Faculty participate in the report review:

- Why are the results of this report important to me?
- How is "Living Our HSU Pledge" (make clear it's not the student version) part of the re-affirmation process?
- How can I comment and when are my comments due?

Channel: University Senate Meeting, HSU WASC Website, Campus Portal Announcement, University Notices, Open Forum, Humboldt NOW, Department Chairs Meeting/E-mail

I'm Staff

Outcome: Staff participate in the report review:

- Why are the results of this report important to me?
- How is "Living Our HSU Pledge" (make clear it's not the student version) part of the re-affirmation process?
- How can I comment and when are my comments due?

Channel: University Senate Meeting, HSU WASC Website, Campus Portal Announcement, University Notices, Open Forum, Humboldt NOW, Dept / College InfoExchange / SAAS Meetings/E-mail

I'm the Public

Outcome: Do we have anything to say? The WASC website should have the S/F/S information on it before the message delivery. Is there public comment?

I'm an Alumni

Outcome: Do we have anything to say? The WASC website should have the S/F/S information on it before the message delivery. Is there public comment?

Site Visit

(March 21-23, 2018)

Outcome: Students are ready for the Site Visit.

- What is a Site Visit?
- Why is the visit important to me?
- What is expected of me during the visit?
- When is the visit?
- How is "Living Our HSU Pledge" (make clear it's not the student version) part of the re-affirmation process?

Channel: Associated Students Meeting, University Senate Meeting, HSU WASC Website, University Notices, Lumberjack, Open Forum, Student Radio, Humboldt NOW, Chalk

Outcome: Faculty are ready for the Site Visit.

- What is a Site Visit?
- Why is the visit important to me?
- What is expected of me during the visit?
- When is the visit?
- How is "Living Our HSU Pledge" (make clear it's not the student version) part of the re-affirmation process?

Channel: University Senate Meeting, HSU WASC Website, Campus Portal Announcement, University Notices, Open Forum, Humboldt NOW, Department Chairs Meeting/E-mail

Outcome: Staff are ready for the Site Visit.

- What is a Site Visit?
- Why is the visit important to me?
- What is expected of me during the visit?
- When is the visit?
- How is "Living Our HSU Pledge" (make clear it's not the student version) part of the re-affirmation process?

Channel: University Senate Meeting, HSU WASC Website, Campus Portal Announcement, University Notices, Open Forum, Humboldt NOW, Dept / College InfoExchange / SAAS Meetings/E-mail

Outcome: Do we have anything to say? The WASC website should have the S/F/S information on it before the message delivery.

Outcome: Do we have anything to say? The WASC website should have the S/F/S information on it before the message delivery.

Results

(Summer 2018)

Outcome: Students understand the results of the peer review, HSU's next steps, and how it affects them.

Channel: Associated Students Meeting, University Senate Meeting, HSU WASC Website, University Notices, Lumberjack, Open Forum, Student Radio, Humboldt NOW, Chalk

Outcome: Faculty understand the results of the peer review, HSU's next steps, and how it affects them (split into separate messages as necessary).

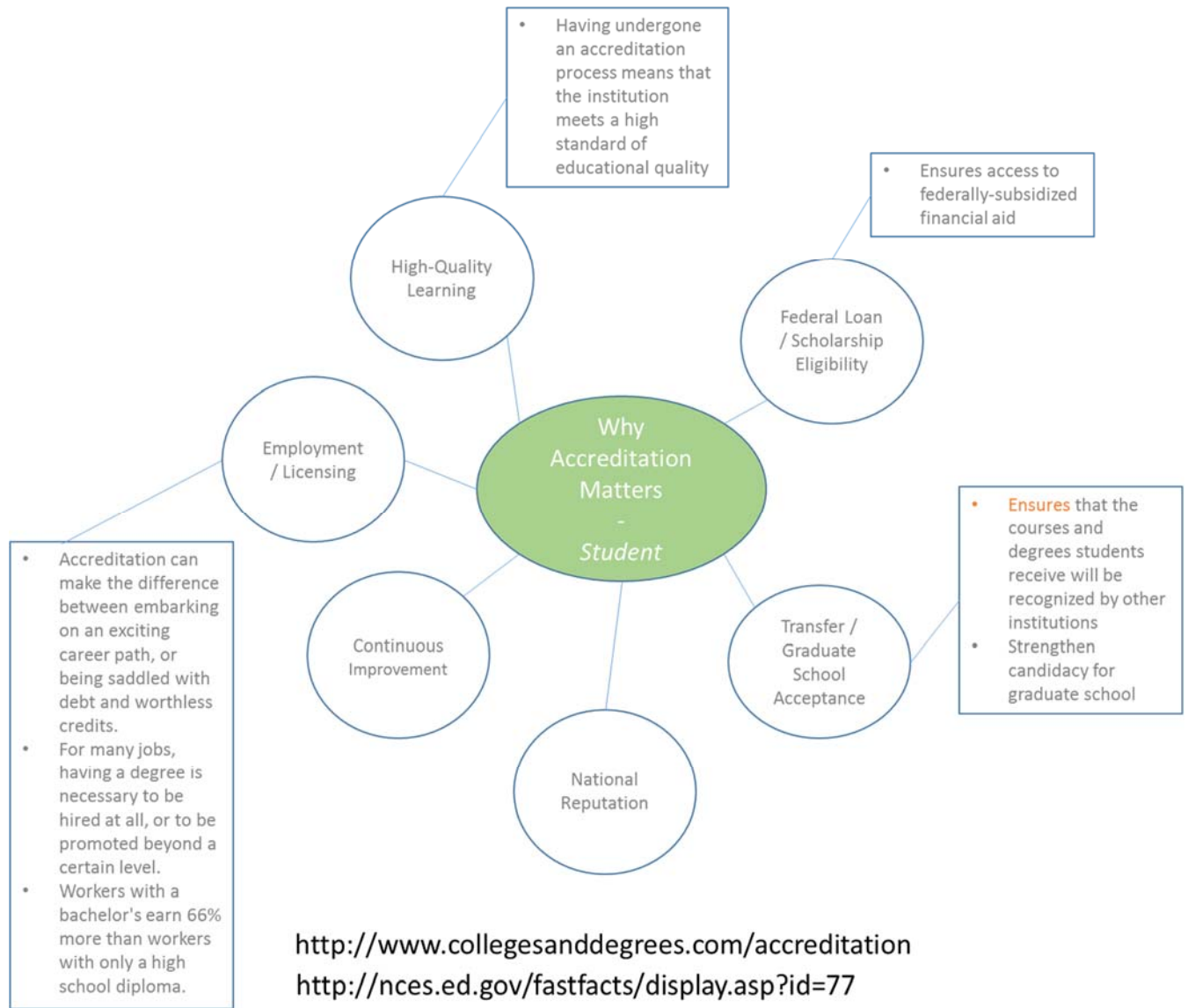
Channel: University Senate Meeting, HSU WASC Website, Campus Portal Announcement, University Notices, Lumberjack, Open Forum, Student Radio, Humboldt NOW

Outcome: Staff understand the results of the peer review, HSU's next steps, and how it affects them (split into separate messages as necessary).

Channel: University Senate Meeting, HSU WASC Website, Campus Portal Announcement, University Notices, Lumberjack, Open Forum, Student Radio, Humboldt NOW

Outcome: Community understands the results of the peer review and HSU's next steps. **Channel:** Press release, HSU WASC Website, HSU Now, need to ask MarCom

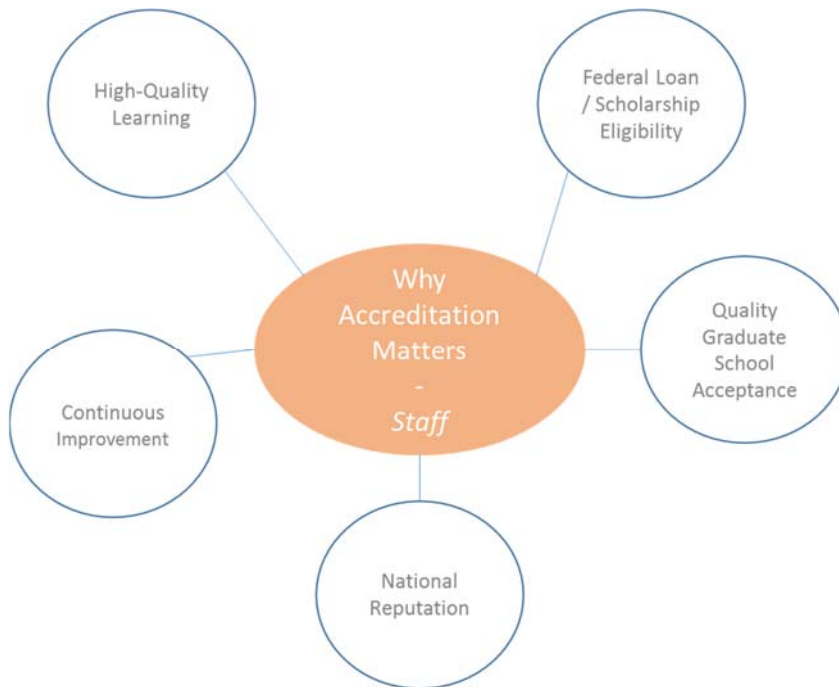
Outcome: Alumni understand the results of the peer review, HSU's next steps, and how they can help HSU move forwards. **Channel:** Need to ask Alumni Relations

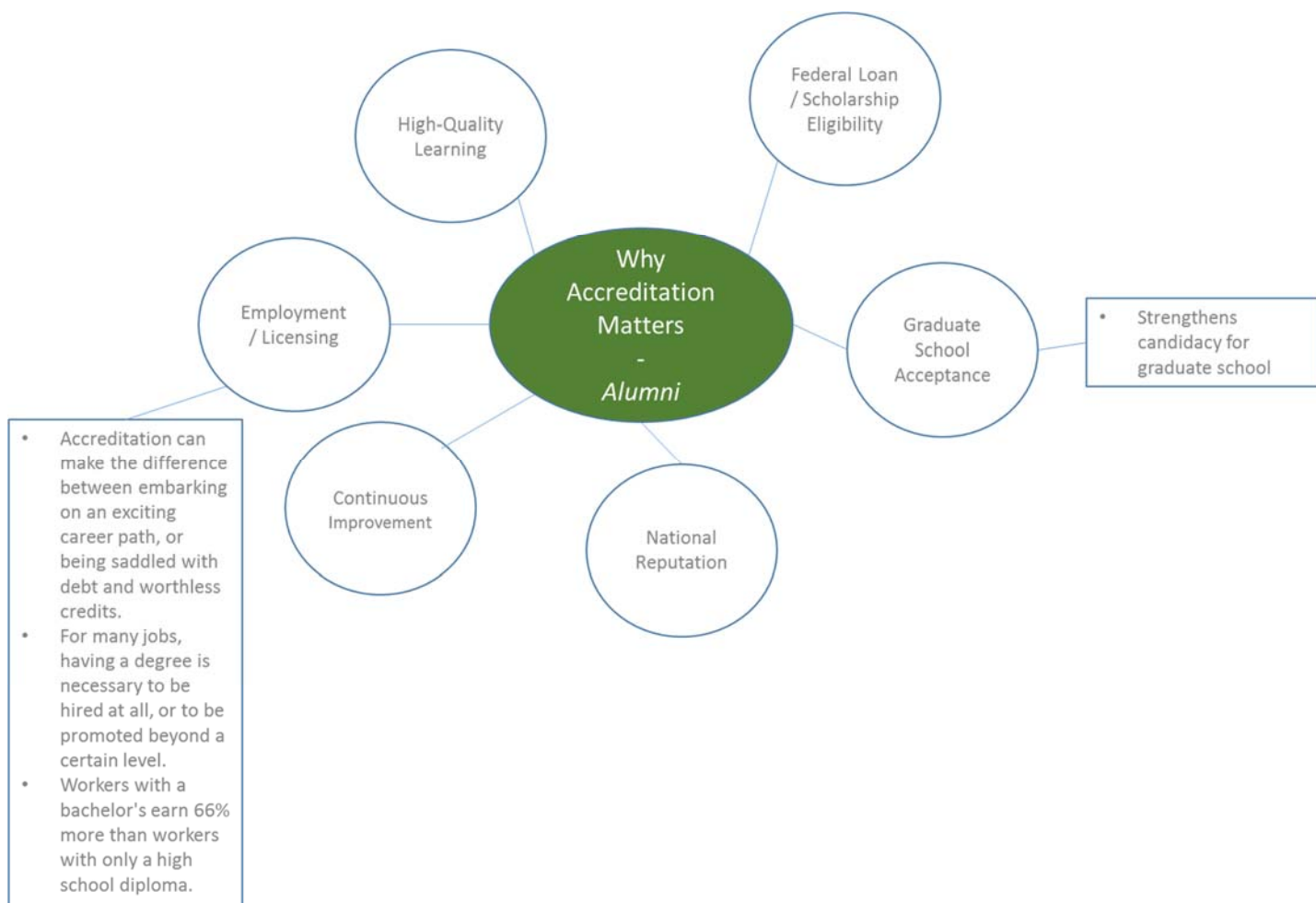
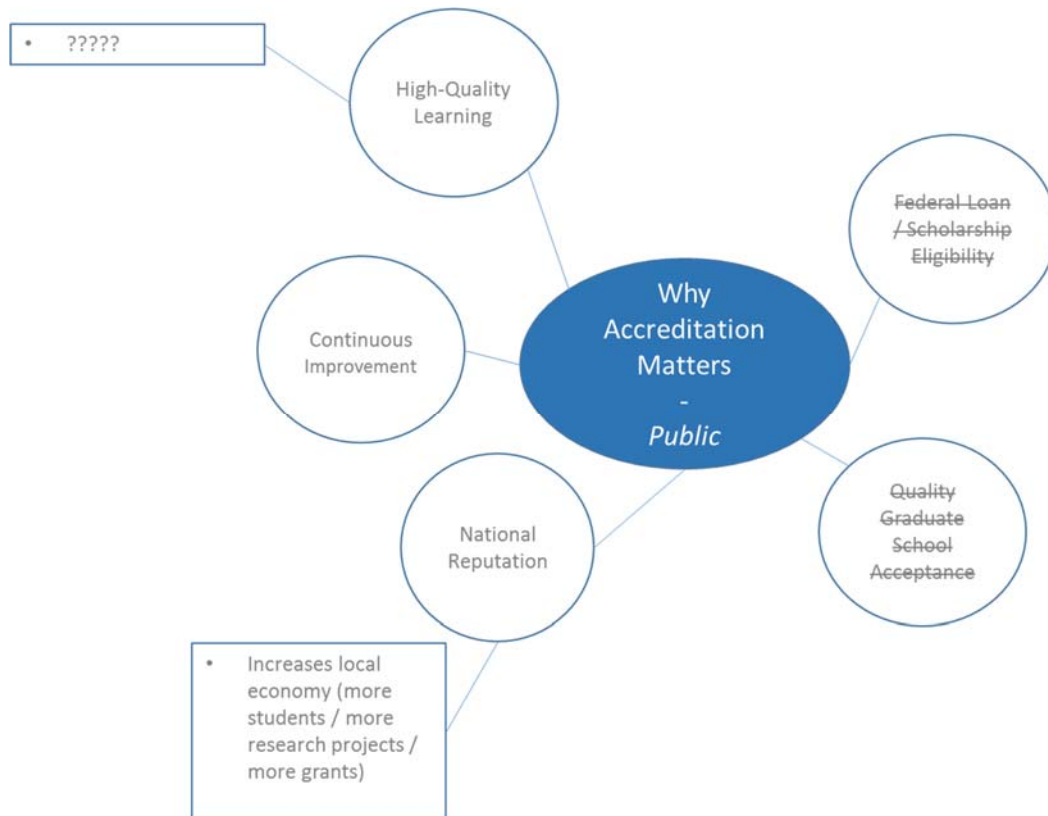




the faculty group should ask to be added to the visiting team's schedule,

<https://www.aaup.org/report/call-for-greater-faculty-involvement>





4.0 Communication Schedule

The Communication Schedule lists the various messages and the:

- Delivery Date – Date that the message will be delivered to the intended audience
- Due Date – Date that the message must be delivered to the entity releasing the message
- Channel – Method to deliver the message
- Audience – People who will receive the message
- Goals – Intent of the message
- Frequency – Number of message occurrences (ex. Once, Daily, Weekly through Month/Day/Year).
- Responsibility – Name of the person responsible for developing the message and delivering it to the entity releasing it.

The communication disseminated to each audience will begin at a less frequent, introductory level and continue to become more detailed, more focused, and more frequent as specific information becomes available, and implementation draws nearer.

Refer to the Communication Plan Delivery Method Details worksheet that describes how to get the communication out through the selected communication channel and what the lead time might be.

Audience	Goals	Delivery Date	Due Date	Channel	Frequency	Responsibility
Staff, Faculty	Announcement of the WASC Self-Study Committee Formation	February 3, 2016		HSU Portal – Campus Announcements		
Staff, Faculty	Announcement about the GI 2025 /WASC / Strategic Plan Updates Event	September 30, 2016		HSU Portal – Campus Announcements		
Staff, Faculty	Announcement about the GI 2025 /WASC / Strategic Plan Updates Event	October 14, 2016		University News		
Students, Staff, Faculty	WASC Reaffirmation and Open Forum Announcement	October 16, 2016		Humboldt Now		
Students, Staff, Faculty	Announcement about the GI 2025 /WASC / Strategic Plan Updates Event	October 21, 2016		University News		
Staff, Faculty	Reminder to Attend the GI 2025 /WASC / Strategic Plan Updates Event	October 21, 2016		HSU Portal – Campus Announcements		
Students, Staff, Faculty	WASC Reaffirmation	October 24, 2016		Humboldt Now		

Audience	Goals	Delivery Date	Due Date	Channel	Frequency	Responsibility
	and Open Forum Announcement					
Staff, Faculty	Reminder to Attend the GI 2025 /WASC / Strategic Plan Updates Event	October 25, 2016		HSU Portal – Campus Announcements		
Staff, Faculty	Reminder to Attend the GI 2025 /WASC / Strategic Plan Updates Event	October 26, 2016		Dept Chairs / College Departments Distribution Lists		
Students, Staff, Faculty, Public		October 27, 2016		Open Forum		Rock
Senate and General Faculty	Update(?) Key Dates, Feedback on Chapters, etc.	November 10, 2016		Letter	Once	Rock and Julie
Staff and Faculty	Participation in draft report review	November 14, 2016	November 8	Campus Announcements Pagelet	Once	Alex G (based on Theme and Announcement Letter from Rock)
Students, Staff, Faculty	Participation in draft report review	November 18, 2016	November 16 at Noon	University Announcements	Weekly from 11/18 through 12/2	Alex G (based on Theme and Announcement Letter from Rock)
Select Staff, Faculty	Participation in draft report review	November 14, 2016		E-mail	Once	Rock?
Students	Participation in draft report review	November 14, 2016		Chalk	Once	Alex G (based on Theme and Announcement Letter from Rock)
Students, Staff, Faculty	Participation in draft report review	November 14, 2016	November 7	HSU Now	Once	Alex G (based on Theme and Announcement Letter from Rock)
Students, Staff, Faculty	Feedback on Updated WASC Chapter Drafts	November 15, 2016		University Senate	Once	Rock and Mary G
Students, Staff, Faculty	Reminder to Attend the Town Hall	November 29, 2016		myHumboldt message		
Students, Staff, Faculty, Public	Feedback on Updated WASC Chapter Drafts	December 2, 2016		Town Hall	Once	Rock and Mary G
Students	Reminder to Participate in WASC Draft Feedback and	January 23, 2017		Associated Student Meeting		

Audience	Goals	Delivery Date	Due Date	Channel	Frequency	Responsibility
	Site Visit Preparation					
University Senate	Update on Progress and Site Visit Preparation	January 24 or February 7, 2017		Senate Meeting		
Students, Staff, Faculty	Reminder to Participate in Town Hall	February 1, 2017		myHumboldt message		
Students, Staff, Faculty	Gather final campus-wide comments for the Self-Study Report	February 3, 2017		Town Hall		
Associated Students	Update on Progress	April 17, 2017		Associated Students Meeting		
University Senate	Update on Progress	April 25, 2017		Senate Meeting		
Students, Staff, Faculty	WASC Report and Next Steps	July 25, 2017				
Students, Staff, Faculty	WASC On-Site Visit – What to Expect	March ?, 2018				
Students, Staff, Faculty, Public	WASC Re-Affirmation Results	???, 2018				

“Living Our Pledge” – “I pledge, as an HSU community member, to discover the social and environmental consequences of my choices and actions and I will engage in positive change on our campus and in our community.”

