Communications A-Team Report

Strategic Advisory Council Workshop

February 17, 2017
Charge to Communications A-Team:

- Develop a framework for an integrated communications strategy for internal and external communications.
- Inventory current communication vehicles to determine which are still appropriate, which might be combined, which might be streamlined, whether any might need to be eliminated.
- Identify the goals for communications with various constituents – faculty, students, staff, alumni & donors, community, etc., and propose appropriate communication strategies and vehicles.
- Propose short-term and long-term strategies for ensuring effective communications to each of the various constituents.
- Recommend strategies and vehicles for timeliness of messaging and feedback.
- Identify appropriate officer/person responsible for implementing new communication “vehicles.”
- Determine appropriate budget for recommendations.
Executive Summary

While email has been the primary vehicle for distribution of messages across campus and to those outside campus, it is NOT the preferred method or the only method available. The best way to communicate and ensure that messages are being received is to use multiple platforms.
Process

- May 2016: Committee received charge from President Anderson
- May/June 2016: Communications Audit by Dr. Wood and two MU students
- June-September 2016: Plan with goals, strategies and tactics was developed
- July 2016: Committee meeting to discuss audit findings
- September 2016: Committee meeting
- September 2016: A-Team Communications received first draft
- October 2016: Committee meeting; review plan
- November 2016: Committee meeting; review plan
- December 2016: Plan sent to President’s Cabinet
- February 2017: Cabinet meeting to discuss/endorse Communications Plan/Proposal
Approved Tactics

Overall plan had 34 tactics; 32 will be implemented including:

• Create Intranet with tabs for faculty, staff, students.

• Begin ‘Ville Daily; a once a day email for faculty, staff and students. ‘Ville Daily will eliminate the “Office of” blast emails.

• Video announcements – once/semester the president/VPs will address the campus community via video announcement.

• Broadcast Voicemail announcements – once a semester the president or a VP will send a message to faculty/staff phones on news from their areas.
Tactics cont.

• Review Magazine – Print a 36-page magazine and mail to 52,000; two issues a year. Find permanent budget for this premiere piece.

• TV Screens on Campus – Move control from SSI to marketing/communications. Explore messaging outdoors and in high-traffic areas.

• Community Newsletter to Borough residents. Send once/semester.

• In-person meetings - Hold once a semester meetings for each group; faculty, staff and students and have president and/or VPs represented to answer questions, take comments. Possible to hold during Common Hour, have subs, pizza, etc.
Tabled/Need Further Discussion

Newsletters


• *Print Millersville News* once a month during school year. Recommendation tabled.

A sub-committee has been appointed to continue the discussion on how to meet PSAC and athletic needs with existing broadcast equipment and students.
NEXT STEPS

- Steering committee was assigned this week. They will oversee the implementation of the overall plan and report progress to Cabinet once a semester.
  - Implementation subgroups have also been formed and meetings began this week.

- Schedule meeting of subcommittee.

Steering Committee has been named by President Anderson.
QUESTIONS?