

# CMU 2010 Communications Plan

## Primary Objective:

Reach 100% of our internal audience with our key messages and progress reports a minimum of 5 times each quarter to be certain CMU 2010 is understood and highly visible.

## Secondary Objective:

Expose external audiences to CMU 2010 progress as appropriate to enhance CMU's overall reputation locally, regionally and nationally.

## Strategies:

1. **Inform** our internal audiences about the basics of the strategic planning process, RFP process and progress toward our goals.
2. **Centralize** and provide easy access to accurate and current information to reduce the potential for confusion or rumors
3. **Facilitate buy-in** at the grassroots level to solidify support for our strategic direction and initiatives.
4. **Share success stories** in select communications with external audiences.

## Target Audiences:

1. All Staff and Faculty (on and off-campus)
2. Management
  - Executive management team
  - Senior Officers
  - General management
3. Current Students and their families (on and off-campus)
4. Trustees and governing bodies (including Board of Trustees, Development Board, Advisory Boards and others)
5. External audiences (including alumni, corporate partners, general public)

## Key Messages:

1. CMU 2010 is an **ongoing system for development and advancement** of the university.

2. CMU 2010 is being **actively administered** by the ISPC, the five priority committees and the communications committee a total of xx faculty, staff and students who meet regularly to keep us on task.
3. CMU 2010 is **inclusive**. The committees involve xx faculty, xx staff, xx students and xx departments or divisions of the university are represented. Input is always welcome and can be shared with an e-mail to [cmu2010@cmich.edu](mailto:cmu2010@cmich.edu).
4. CMU 2010 is already **making a difference**. (Share individual success stories.)
5. CMU 2010 first year initiatives are **40% completed**.
6. **Over \$1 million** will be invested in CMU 2010 projects dedicated to advancing our priorities in fiscal year 2006-2007.
7. CMU 2010 priorities should be reflected in each department's goals and daily work from the President's office through all areas of the university. CMU 2010 **involves everyone**.
8. President Rao encourages everyone to **get involved** by offering project or new initiative ideas to any of the priority committees that are far-reaching projects and advancements. You can also get involved by providing input on the planning process or accomplishments, submitting a formal RFP for funding or simply keeping up on the latest information on the planning website [www.planning.cmich.edu](http://www.planning.cmich.edu).

## **Tactics:**

### **Strategy 1: Inform**

--Send monthly progress reports via electronic media to all faculty and staff through CMU Today monthly, usually on the first of each month. Timing during the month may be adjusted based on the timing of significant events.

--Include CMU 2010 success stories in Inside CMU once per quarter.

--Create a quarterly hard copy newsletter for CMU 2010 with progress reports, success stories and process updates. Distribute via internal mail to all faculty and staff. Provide additional copies in the UC, all academic buildings and library for students. Post current and archived newsletters on the CMU 2010 website.

--Ask all departments to include the CMU 2010 logo and a link to the CMU 2010 web address in their departmental web sites in areas where faculty, staff and students regularly visit.

--Request the facilitators of the Board of Trustees, President's Advisory Boards, Alumni Executive Board and Development Board to include the monthly CMU 2010 progress report in their regular board communication packets.

--Measure awareness and familiarity with CMU 2010 key messages with a faculty, staff and student survey in Spring, 2007.

### **Strategy 2: Centralize Information**

--Insure all communications drive people to the web site for information and that the web site is receiving dedicated resources to keep it current on a daily basis.

--Create a 'hotline' for both e-mail and phone input from all audiences. Respond within 24 hours to all calls/e-mails with dedicated resources.

--Post FAQs based on 'hotline' input to the web site and archive them in a searchable database as they become too numerous.

--Create a CMU 'urban legends' area of the FAQs to clarify any significant rumors or misinformation that may be created. Utilize the management, all staff and all student list serves e-mail or CMU Today to send these out if something needs attention right away.

--Attend DAC meetings, Sr. Officers meetings, Executive team meetings at least quarterly to address information needs, divisional concerns or to get support and involvement in new activities.

### **Strategy 3: Facilitate Buy-In**

--Create a CMU 2010 standard presentation that is updated quarterly.

--Develop a CMU 2010 speakers bureau and promote it's availability for departmental meetings, RSO meetings, etc. through the CMU 2010 newsletter and on the web site.

--Work with Finance to communicate CMU 2010 guidelines into the budgeting process communications.

--Work with Student Government to communicate the importance of CMU 2010 and potential outcomes to all student groups.

--Solicit testimonials and endorsements from non-committee member faculty/staff/students/trustees who have been involved in the process in any way and can attest to the good work being done. Use these testimonials in the newsletter and on the web site.

--Create a contest to identify ideas for initiatives in each priority area , select winners in several categories and promote results in all communications.

#### **Strategy 4: Share Success Stories**

--Identify key success stories for feature articles in each issue of Centralight and Maroon and Gold.

--As appropriate, pitch these key success stories to relevant media.

--Use CMU 2010 as the format for the university's annual report and image publications..

--Work with the colleges to incorporate a CMU 2010 highlights section specific to each college in the college newsletter once per year (Fall).

--Generate an annual progress report news release and solicit media hits. Tie-in with other university news opportunity such as the annual tuition review and appropriations discussions with media.

--Create an annual CMU 2010 preview report each August and distribute to local/regional media including CM Life for the back to school edition. Provide reprints of any articles to students, staff and faculty. As needed, re-pitch this angle in December for New Year's projections.

--Identify trade journal opportunities for university strategic planning articles and pitch CMU 2010 accordingly. Provide reprints of any articles to CMU management and governing bodies.

#### **Estimated Budget Needs:**

##### **1. Quarterly Newsletter**

**\$4000** printing (20,000)

**\$3000** creative services

\$7000 total x 4 issues=**\$28,000**

## **2. Staff support**

Two partl time student employees to identify and write success stories about individuals and projects.

\$5,000/student x 2 students=**\$10,000**

**Total requested: \$38,000**