

2018-2019 President's Communications Plan

Background

The President currently communicates through a variety of communications channels, focusing on different topics and situations related to the college and the CTC system. Communication vehicles include emails, print publications, presentations, roundtable discussions, and forums.

Objective

With several communication vehicles for internal and external constituents, the communications plan will streamline themes and topics into designated channels while tying back to the goals of the Strategic Plan.

The Communications Plan will identify:

- Strategic themes
- Current vehicles
- Targeted messaging
- Targeted tactics

The main objective of the communications plan is to streamline and focus messaging, by themes, identifying gaps while leveraging current and newly identified opportunities.

Target Audiences

External

- Community Members
- Local, State and Federal Public Officials
- Potential Students and their Families
- Industry Representatives
- CTC System
- Media
- NWCCU
- Retirees and Former Staff/ Alumni/ Donors

Internal

- Faculty and Staff
- Students
- Board of Trustees
- Foundation Board
- President's Advisory Council
- Advisory Committees

Current Internal Communications Channels and Delivery Mechanisms

Internal Communication	Target Audience	Type of Communication	Frequency	Theme
Amy's Update	Faculty and Staff	Email	Weekly	Varies Week-to-Week
Board Bulletin	Board of Trustees	Email	Weekly	Varies Week-to-Week
Organized Conversations with Classified and Faculty Unions	Classified Staff and Union Faculty	In-Person	Monthly	Varies
Student Forums	Students	In-Person Roundtable and Q&A	Quarterly	Varies – Follows Student Needs/Requests
Student Emails	Students	Email	Quarterly	Varies
Special Communications	Students, Faculty and Staff	Email	As Needed	Determined by Situation
All-Staff Meetings	Faculty and Staff	In-Person	Quarterly (including Fall In-Service)	Varies
Department Meetings	Faculty and Staff	In-Person	As Needed	Varies
Leadership Team Meetings	Administrative Staff	In-Person	Quarterly	Varies
Live at the Lake Student Newsletter, President's Update	Students	Email	As Needed	Varies
Meetings	Foundation Board	Emails and Meetings	As Needed	Varies
Meetings	College Council, EDIC, Accreditation Committee	Emails and Meetings	As Needed	Varies

Current External Communications Channels and Delivery Mechanisms

External Communication	Target Audience	Type of Communication	Frequency	Theme
Transformations Magazine	Donors, Advisory Committee Members, Community Members, Industry, and Neighbors (68,000 mailed)	Printed Magazine	Annual	Varies
Annual Report	Donors, Advisory Committee Members, President's Advisory Committee Members, Community and Industry	Printed Report	Annual	Varies
Commencement Program Letter	Commencement Attendees	Printed Program	Annual	Varies
President's Advisory Council	Members of the President's Advisory Council	Discussion	Quarterly	Varies
Business Roundtables and Presentations	Business and Community Leaders	Presentations Panel Discussion	Varies	Varies
Advisory Committees	Program Advisory Committees	Presentation	Annual	Varies
Legislative Outreach	Legislators	Varies – Emails, Testimony, Presentations and Meetings	As Needed	Varies
Media Outreach/Interviews	Local and National Media (Print, TV, Radio, Online)	Varies – Emails, Phone Interviews, In-Person Interviews	As Needed	Varies
OpEds	Local and National Print	Written Articles	As Needed	Varies
Social Media (LinkedIn, Twitter)	All	Tweets	Often	Varies
Website	All	Letter	As Needed	Varies
Meetings	One Redmond Board Members and Business Leaders	In-Person, Email, Presentations	Monthly	Varies
Meetings	Seattle Goodwill Board Members and Business Leaders	In-Person, Email, Presentations	Monthly	Varies
Meetings	NWCCU Member Colleges	Varies	Twice a Year	Varies
Varies	CTC System	Varies	Monthly or More Frequently	Varies

2018-2019 Strategic Communications Theme

Overarching Theme: Connected (connection, connectivity, connectable, connect, connectedness, connector)

Internal Messaging Focus

Faculty and Staff

- Connection for: Completion and Persistence (continuing the work to see that students meet educational goals)
- Connection for: Accreditation (road to accreditation visit)
- Connection for: EDI Work (training, education, development of EDI lens)
- Connection for: Feeling Safe at LWTech (students and staff)
- Connection for: Feeling Supported (students, faculty and staff)
- Connection for: Contributing to college governance and success (Employee Satisfaction Survey)

External Messaging Focus Career Connected Learning: Connecting students to industry

- Student Connection to: Faculty and Staff
- Faculty Connection to: Industry
- Connection for: The Community -- Being a good neighbor
- Connection for: Community|Innovation|Vitality|Sustainability through a well-trained workforce
- Connective tissue for the community, faculty and students
- Connection for: An innovative community and Innovation Triangle
- Connection for: Thought leadership: Workforce uncertainty, skills gap, inclusive workplace modeling

Additional Messaging That May Be Woven Throughout

- Managing Up
- Multi-Generational Management (Baby Boomers, GenX, Millennials)
- Organizational Muscle Memory (connective tissue) -- what to let go of and what not to let go of
- Crisis communications framework during challenging times
- Long-term advocacy
- Connected to: Island of Sanity in uncertain times

2018-2019 Internal Communications Areas of Focus

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
Amy's Update	Weekly	Faculty and Staff	<p>In addition to following the Core Themes of: Pathways, Student Achievement, External Engagement and College Community, messaging will focus on:</p> <p>Overarching theme of connection with focus on:</p> <p>Completion. Accreditation. EDI. Safety. Support.</p>	<p>Strategic Plan Core Themes: Pathways, Student Achievement, External Engagement and College Community.</p> <p>Highlight employee community connecting/connective tissue.</p> <p>Stay on the current course, with information that supports Completion, Accreditation, EDI, Safety and Support.</p>	<p>Same delivery tactic, of weekly editions during the academic year, one-to-two per month over the summer months.</p> <p>Addition of sub headers (when info is available) focusing on the target messaging of <u>Completion, Accreditation, EDI, Safety and Support.</u></p>
Board Bulletin	Weekly	Board of Trustees	<p>Standard course of business.</p> <p>Overview of meetings attended by the president.</p> <p>Events the Board of Trustees are invited to attend.</p> <p>Reminder of upcoming events. Link to Amy's Update.</p>	<p>No specific talking points, content will be determined by the categories outlined in the messaging focus section.</p>	<p>No change to tactics</p>

2018-2019 Internal Communications Areas of Focus Cont.

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
Organized Conversations with Classified and Faculty Unions	Monthly	Classified Staff and Union Faculty	Messaging to be determined on current campus climate, and the needs and requests of Classified and Faculty Union members.	TBD based on messaging focus.	In-person, one-on-one meetings and conversations. If larger meetings are required, talking points, specific to that meeting will be developed and tactics may change to a roundtable discussion or Q&A.
Student Forums	Quarterly	Students	Overarching theme of connection. Messaging will always include an update on college activities, legislative news (if applicable). Other messaging will be determined by ASG officers who will supply questions from students.	College activities and legislative talking points will be determined by what's happening in those areas. Talking points for the questions may be developed once the questions are provided to the president.	Roundtable discussion and/or Q&A. Informal, approachable.

2018-2019 Internal Communications Areas of Focus Cont.

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
Student Emails Welcome Back* *Doesn't include emergency messaging	Quarterly	Students	Connection. Tone for all: appreciative, uplifting. Informative, helpful, factual. Share student success stories, for connectivity.	Summer: Glad you're here, taking advantage of our summer classes. Fall: Welcome and/or welcome back, glad you're here. Services available. College-wide promise to student success. Winter: Halfway point of the year. Spring: Almost there, keep your end goal in mind.	Email directly from the president. Other (as needed) messages from the president could be included in the Student Programs newsletter, "Live from the Lake" (see below).
Special Communications	As Needed	Students, Faculty and Staff	TBD	TBD	TBD
All-Staff Meetings	Quarterly (including Fall In-Service)	Faculty and Staff	Connection TBD	TBD	Look at changing format to roundtable from presentation. Sitting.
Leadership Team Meetings	Quarterly	Administrative Staff	TBD and could include special communications	TBD	Look at changing format to roundtable. Sitting.
Department Meetings	As Needed	Faculty and Staff	TBD	TBD	Roundtable conversation. Sitting.
Live at the Lake Student Newsletter, President's Update (as needed)	As Needed	Students	TBD	TBD	Part of the Student Programs newsletter.

2018-2019 Internal Communications Areas of Focus Cont.

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
Meetings	As Needed	Foundation Board	TBD	TBD	Emails and meetings.
Meetings	As Needed	College Council, EDIC, Accreditation Committee	TBD	TBD	Emails and meetings.

2018-2019 External Communications Areas of Focus

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
Transformations Magazine	Annual	Donors, Advisory Committee Members, Community Members, Industry, and Neighbors (68,000 mailed)	Overarching message of Connected	We are connected to each other. We are connected to our students, faculty, staff and college. We are connected to industry. We are connected to the future.	Mailing (68k homes in service area). Website flip document. Delivered to the community (doctor's, officers, libraries, businesses, and public buildings).
Annual Report	Annual	Donors, Advisory Committee Members, President's Advisory Committee Members, Community and Industry	Connected	The power of connection and what it means for our college and students	President's letter
Commencement Program Letter	Annual	Commencement Attendees	TBD (not connected for 2019, this is the theme for 2018 commencement)	TBD	TBD
Meetings	Quarterly	Members of the President's Advisory Council	Connecting students to industry and jobs. Importance of leadership for programs – connection of industry to faculty.	Updates from around the college. Legislative updates. Program-specific highlights. Information they may not know about the college.	Roundtable discussion, some presentations (TBD by guest). Look at adding video content or program tours.

2018-2019 External Communications Areas of Focus Cont.

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
Meetings and presentations.	Varies	Business Roundtables and Community Leaders	Connection.	How the college is connected to our community. How our students are connected to the college and their studies. How our faculty and staff are connected to industry. How staying connected makes a difference in the lives of our students and the sustainability of the college.	TBD by event. Look at including video content. Pre-Open House executive function/briefing.
Meetings	Annual	Program Advisory Committees	Connection. Connecting students to industry and jobs. Importance of leadership for programs – connection of industry to faculty.	General overview of the college. Updates from legislature. Specific program information (determined by which advisory committee).	Roundtable discussion. Look at creating video content.

2018-2019 External Communications Areas of Focus Cont.

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
TBD	As Needed	Legislative Outreach: Legislators	Connection funding has on students, faculty and staff and their success.	<p>Student stories</p> <p>Success stories that relate back to funding</p> <p>Funding hardship stories with real facts on the impact.</p>	<p>One-on-one meetings with students and faculty/staff.</p> <p>Leave behind materials created to support those meetings.</p> <p>Look at creating video content.</p>
Media Outreach/Interviews	As Needed	Local and National Media (Print, TV, Radio, Online)	TBD	TBD	In-person interviews, preferred, when possible.
OpEds	As Needed	Local and National Print	Career connection	<p>Multi-generational management.</p> <p>Changing industry and workforce.</p>	Look at creating a series of OpEds around topics where the president can be the expert for the college and CTCs.
Social Media (LinkedIn, Twitter)	Often	All	Connection	Career connection, connection to industry, faculty and student connection, connection to CTC system, connection to community.	TBD. Look at the addition of video content.
Website	As Needed	All	Connection	Industry connection and partnership.	Update letter on the website. Look at adding a video message.
Meetings	Monthly	One Redmond: OneRedmond Board Members and Business Leaders	Career and industry connection	Importance of connection students to industry and leaders.	One-on-one meetings, board meetings, presentations, roundtable discussions, special event at the college.

2018-2019 External Communications Areas of Focus Cont.

Communications Vehicle	Frequency	Target Audience	Messaging Focus	Talking Points	Tactics
Meetings	Monthly	Seattle Goodwill: Seattle Goodwill Board Members and Business Leaders	Career and industry connection	Importance of connection students to industry and leaders	One-on-one meetings, board meetings, presentations, roundtable discussions, special event at the college
TBD	Twice a Year	NWCCU: NWCCU Member Colleges	TBD	TBD	TBD
TBD	Varies	CTC System	TBD	TBD	TBD
Meetings	Varies	Foundation Board	Connection	Connection to the college and the impact it has on our students and their future.	Roundtable discussions, one-on-one meetings, presentations

2019 and Beyond

In Fall 2019, the college will participate in its year-seven accreditation visit. Additional planning and communications may take place during the 2018-2019 academic year in preparation for this visit. Additionally, in 2019, initial planning work will begin for the next Strategic Plan. As with any communications plan, we will remain nimble and ready to pivot as needed; therefore, this plan should be viewed as a fluid, working document.