

Strategic Initiative Project Work Plan Summary

Project Name:	Institutional Communication Assessment Plan- April 2019 Update (Faculty/Staff)	Academic Year:	2017 –2018
Strategic Priority:	Review and enhance internal communication processes	Project Leaders:	J. Celeste Walley-Jean
Team Members:	Jeff Jacobs, Erin Nagel, Kelly Petty, Caroline Sheppard (Phase II Implementation Team)		
Project Description:	<p>The proposed project will progress in three distinct phases, culminating in the eventual development of a comprehensive institutional internal strategic communication plan. Summarily, Phases I and II will encompass a comprehensive assessment of our current internal communications content and processes. Information obtained during these two phases will be used to develop and implement a comprehensive institutional strategic communication plan.</p> <p>PHASE I: Conduct quantitative assessment of internal communication content and processes.</p> <p>PHASE II: Conduct qualitative assessment of internal communication content and processes.</p> <p>PHASE III: Develop and Implement Comprehensive Institutional Internal Strategic Communication Plan</p>		
Success Measure(s)	<p>Audit of internal communications (strengths, weaknesses, and opportunities)-Year 1</p> <p>Identification of short-term and long-term priorities-Year 1</p> <p>Development and implementation of comprehensive institutional internal strategic communication plan-Years 2-5</p>		

PHASE I: Conduct quantitative assessment of communication content and processes.				
#	MAJOR TASKS / Action Steps ⁱ	Target Date	Responsibility	Deliverable(s) / Notes
	<ul style="list-style-type: none"> ○ Develop faculty/staff and student pilot survey questions to identify current utilization, satisfaction, and perceptions of current communication content and channels. 	June 28, 2016	Erin Nagel/Maritza Ferreira with input from team	Faculty/Staff draft survey- Complete
	<ul style="list-style-type: none"> ○ Broaden team diversity by soliciting additional faculty and student for project team. 	August 8-12, 2016	J. Celeste Walley-Jean	1-3 additional team members- Complete
	<ul style="list-style-type: none"> ○ Develop student pilot survey questions 	August 1-19, 2016	Phase I Implementation Team	

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	<ul style="list-style-type: none"> ○ Revise & finalize pilot survey questions ○ Create student pilot survey ○ Identify broad target populations 	August 1-19, 2016	Phase I Implementation Team	Final pilot surveys entered in Qualtrics and list of target populations.- Complete
	<ul style="list-style-type: none"> ○ Administer pilot survey to strategic planning committee members and identified student group(s) for feedback 	August 22-September 2, 2016	J. Celeste Walley-Jean	Complete
	<ul style="list-style-type: none"> ○ Analysis of pilot survey results ○ Revision of survey instruments ○ Identification of preferred sample size per target population 	September 6-23, 2016	Phase I Implementation Team	# of desired participants per target population- Complete
	<ul style="list-style-type: none"> ○ Finalize survey instruments ○ Identify specific strategies to obtain desired # of participants 	September 26-October 8, 2016	Phase I Implementation Team	Finalized surveys for each target population- Revised to only include faculty/staff
	<ul style="list-style-type: none"> ○ Administer survey to campus community 	October 17-November 11, 2016	J. Celeste Walley-Jean and/or representatives from administrative offices (e.g., President's Office, Vice President and Provost, Campus Life)	Complete
	<ul style="list-style-type: none"> ○ Analyze survey data 	November 14-December 2, 2016	Phase I Implementation Team	Preliminary report of survey findings- Complete
	<ul style="list-style-type: none"> ○ Delineation of next steps ○ Development of Team for Implementation of Phase II 	December 15-23, 2016	Phase I Implementation Team President Hynes	Draft plan for Phase II Phase II Implementation Team- Complete

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PHASE II: Disseminate initial findings and conduct qualitative assessment of communication content and processes				
<ul style="list-style-type: none"> ❑ Dissemination of survey findings to key groups (e.g., target groups, administrators, etc.) ❑ Solicitation of volunteers for participation in Phase II of data collection 	Summer 2017	Phase I Implementation Team	Dissemination of Final Report of Survey Findings- Complete Identification of faculty qualitative research experts- Complete	
Phase II has been revised allowing for a more extensive and comprehensive quantitative/qualitative assessment.				
<ul style="list-style-type: none"> ❑ Solicit proposal for comprehensive faculty/staff communication audit 	Fall 2017	President Hynes	Faculty/Staff Communication Audit Proposal(s)- Complete	
<ul style="list-style-type: none"> ❑ Secure funding and implement faculty/staff communication audit 	Spring 2018	President Hynes/J. Celeste Walley-Jean	Implement Faculty/Staff Communication Audit- Complete	
<ul style="list-style-type: none"> ❑ Analysis of Survey Data 	November- December 2018	Thornburg-May Consultants	Summary of Findings- Complete	
<ul style="list-style-type: none"> ❑ Development of final report and plan for dissemination 	January- February 2019	Chairs-Phase I & Phase II Teams	Final Report/Presentation Dissemination Plan for Campus Community- Complete	
PHASE III: Development and implementation of comprehensive institutional internal strategic communication plan				
<ul style="list-style-type: none"> ❑ Identify Phase III Implementation Team to develop Comprehensive Institutional Internal Strategic Communication Plan 	Year 2-3	President or Appointee	Phase III Implementation Team- Complete	
<ul style="list-style-type: none"> ❑ Debrief Phase III Implementation Team 	Year 2-3	Chairs of Phases I & II Team		
<ul style="list-style-type: none"> ❑ Development of Comprehensive Institutional Internal Strategic Communication Plan 	Year 3	Phase III Implementation Team	Comprehensive Institutional Strategic Communication Plan	
<ul style="list-style-type: none"> ❑ Implementation of Comprehensive Institutional Internal Strategic Communication Plan 	Years 4-5	Phase III Implementation Team		

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ⁱ Use verb-noun combination to focus activity, e.g., research variables, design survey, pilot survey, etc.