

Communications Audit Year Four Update  
Public Forum  
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Strategic Priority: Review and enhance internal communication processes.

Project Description: Three phases culminating in the eventual development of a comprehensive institutional internal strategic communication plan. Phases I & II encompassed a comprehensive assessment of current internal communications content and processes. Information obtained during these two phases will be used to develop and implement comprehensive institutional strategic communication plan.

Activities (Faculty/Staff):

- Completed faculty/staff communication audit to inform 3-4 year project to implement findings
- Disseminated results of faculty/staff audit to relevant groups
- Identified areas of focus (Budget & Finance, HR, Residence Life, Marketing & Communication)

Activities (Students):

- Conducted student communications audit to inform 3-4 year project to implement findings
- Developing final report of findings with recommendations (**In Progress**)

Revision to Plan: Given the disparate ways communication needs are met across the institution, a comprehensive institutional strategic communication plan would be unwieldy. Rather, it is recommended that divisions work collaboratively to develop effective communication strategies within and across divisions and relevant constituents.