Charting the Future
Work Plan

Communication Plan

November 10, 2015

DRAFT

CHARTINGTHE**FUTURE**
FOR A PROSPEROUS MINNESOTA

Lessons learned from FY 2015 engagement plan

1. For engagement to be effective, there must be multiple modes of communication and people across the organization who are responsible for communication and understand their role.

2. We cannot assume that people know where to find information.

3. In lieu of adequate information, people will create their own version of the story.

4. It is more important to communicate the vision of the future and the 'why' behind the change and the action to be taken than to emphasize the process itself.

5. Tool kits were instrumental for campus key communicators to easily craft and tailor local communications.

Guiding principles for FY 2016 communication plan

Purpose: Inform stakeholders of the work and actions completed to advance the Charting the Future work plan

1. Communicate key messages early and often
2. Keep messages engaging, outcome-driven and focused on driving collaboration
3. Facilitate two-way conversations within colleges, universities, and the community
4. Engage formal and informal champions to advocate for and sustain the change
5. Include a call to action in campus communications to empower and engage all stakeholders

- Shared ownership for communications
- The Coordinating Committee will provide counsel and guidance on communication and engagement opportunities
- System office communications and campus key communicators will support strategies
- CTF system director will facilitate communications plan

The success of Charting the Future continues to depend on actively engaging, consulting, and empowering *all* stakeholders

It is critical to understand that each group has a different understanding, level of support, influence, and ability to impact success

- Students
- Faculty
- Staff
- Deans
- Administrators

- Board of Trustees
- Leadership Council
- Coordinating Committee
- Campus Implementation teams

MnSCU internal stakeholders are the primary focus of the plan. External stakeholders will be considered and communicated with as needed.

There are multiple communication channels to use

Initiators | **Recommendations**

Leadership Council/ Coordinating Committee

- Following the monthly Leadership Council meetings, Presidents Hanson and McDonald will share highlights and/or questions with the Coordinating Committee
- Presidents and vice chancellors serving on the Coordinating Committee are responsible for sharing with the full Leadership Council discussions and/or suggestions from the committee
- Presidents and cabinet are responsible for communicating back to their local CTF team
- **Person(s) Responsible: Leadership Council and Coordinating Committee**

Local CTF teams

- Each college/university CTF team will examine how best to increase campus communication and engagement around local CTF initiatives. CTF system director will provide support at critical points (e.g., quarterly reports and through templates and other means.)
- **Person(s) Responsible: Local CTF teams**

CTF blog

- Blog serves two purposes: information repository and success story highlights
- Initiative Gantt charts will be shared and updated as needed to increase understanding of how initiatives are moving forward
- **Person(s) Responsible: CTF system director**

Coordinating Committee members

- Coordinating Committee members have a responsibility to share communication and gather feedback from constituent groups to inform committee discussions
- **Person(s) Responsible: Coordinating Committee members**

Meet and confers

- CTF is a standing agenda item for bargaining units and student associations to provide clarification, discuss issues, and facilitate discussion and information sharing
- **Person(s) Responsible: Leadership of bargaining units and student associations**

CTF Quarterly reports

- CTF quarterly reports will be shared January, April, and June with Board of Trustees, Leadership Council, Coordinating Committee, and posted to CTF blog
- Presidents and Coordinating Committee are responsible for sharing with campus and constituents
- **Person(s) Responsible: Leadership Council and CTF system director**