Organizational Communications Plan Cookbook or Campus Communicators' Guide to Campus Communications

The purpose of this document is to provide Ohio University campus communicators with a "short form" guide to communications planning and execution.

This cookbook works for both one-time events and long-term communications needs. The result of this planning process is a crisp, one-to-three-page plan outlining the purpose, desired results, audiences, channels to be used, timeline, and responsibilities. Examples are at the end of this document. Simply copy and modify the examples to fit your specific communications need.

Remember to coordinate with UCM—we can provide insight, expertise, and links to resources to make your communications task easier and more effective.

Expedited steps in Communications Planning

1. Identify purpose

- a. Why is this project necessary?
- b. What is most important for you to communicate?
- c. Who are your primary and secondary audiences?
- d. What, ultimately, do you want to accomplish?

2. Determine a concept

- a. What is our primary goal?
- b. What can your office commit to doing?
- c. What can University Communications and Marketing (UCM) commit to?

3. Determine methods of execution

- a. Compass article
 - i. Composed by department, not UCM
 - ii. Must follow "Compass Submission Guidelines" (see other document)
 - iii. Should provide an image or at least 85 dpi
 - 1. Vertical images 200 px wide
 - 2. Horizontal images 255 px wide
 - iv. Give notice of article about a week before publication date
 - v. Submit article at least one day before publication
 - 1. UCM reserves the right to edit the article for AP and house style
 - vi. UCM will ensure article is sent in biweekly, all-campus *Compass* or *Compass Points* e-mails

b. Press releases

- i. Should be written by department, not UCM
- ii. Internal communications will liaise between client and external relations, but cannot guarantee that release will be distributed, or picked up by media outlets

- iii. UCM reserves the right to edit releases before they are distributed
- c. Social media
 - i. If you already have a social media account
 - 1. Make sure that Gabrielle Johnston (<u>johnstog@ohio.edu</u>) and Katie Quaranta (<u>quaranta@ohio.edu</u>) are aware of its handle
 - a. They manage the official University Twitter feed and Facebook page
 - 2. Inform them via e-mail beforehand your intended tweet/Facebook schedule
 - ii. If you do not have a social media account
 - 1. Internal communications will liaise between client and social media team, but cannot guarantee that social media will be picked up
 - 2. Best bet is to have this distributed via a departmental social media and picked up by the University
- d. Posters/flyers
 - i. Internal communications will liaise between client and creative services
 - ii. Internal communications will provide a template for a flyer
 - 1. Client responsible for using template and for printing cost
- e. Baker digital displays
 - i. A powerful tool to relate to students
 - 1. A typical PowerPoint slide is the proper dimensions
 - a. For a fee, UCM can design a slide for you
 - 2. Up for one week
 - 3. Contact Event Services
 - 4. Can do so here: http://www.ohio.edu/center/display/index.cfm
- f. Logo/website/photo/video
 - i. UCM is happy to work with you to most effectively get the word out on your event
 - ii. Internal communications will liaise between client and creative services
 - a. To submit a request, complete a project inquiry form at http://www.ohio.edu/ucm/start/index.cfm
 - b. There is a charge for these services

4. Construct a communications plan and execution matrix

See the attached samples

Sample:

Communications Plan for faculty and staff convocation

Purpose: What will this communication plan accomplish?

Ex: This plan outlines major communications in support of the Ohio University Faculty and Staff Convocation (FSC) that will occur on Thursday, Sept. 8, 2011 at 3:00 p.m.

Concept: Give an overview of the communications plan. Who will do what? What are we primarily committing to do?

Ex: University Communications and Marketing (UCM) will assist the president's office in providing communications to the Ohio University community – across all campuses. UCM will

- Provide written copy, primarily written by Colleen Kiphart, for articles to the president's office for approval
- For all communication UCM will edit for Ohio University AP and online style (as appropriate)
- Forward press releases to UCM external comms team and social media,
- Post to *Compass* and *Compass Points*, and ensure the "push" of these articles in appropriate all campus e-mails.
- UCM creative services will also coordinate with the president's office to prepare the requested video contribution.

The Office of the President will coordinate for:

- President's remarks/presentation content
- Management of president's schedule
- Ushers for VIPs
- Convocation space (open/close/seating)
- Security
- Video streaming
- Refreshments
- Sound/AV
- Distinguished professor for introduction of the president
- Cost center account for video streaming and yard signs

UCM Internal Communications: This line should stay consistent (Ex: The below matrix outlines the communications plan to internal audiences)

UCM External Communications: Speculate about what the public relations team can do for this project, if anything. Keep in mind that they will need to review, revise, and approve any communication plan that includes them before it goes out. Ohio University's social media accounts are the provenance of external relations. (Ex:

PR: A news alert will be prepared and released approx. 2 weeks prior.

Advertising: external—none. Internal—Baker monitor ads (see schedule), yard signs Social Media: UCM will use the Ohio University Twitter feed (@ohiou) to communicate updates about the FSC.)

Design/Creative support: Will you need a logo, sign, website, or any video, graphic, or photo support? Even if you are doing it yourself and will only need a consult, list it here. (Ex:

UCM will provide design support in the form of a template for the presentation as well as copy and design for Baker Center monitor ads.

UCM will provide a "year in review" summary "Highlighting the Green" video as lead in.)

Timeline/Execution Matrix: Your matrix should be set up exactly like this. You can be vague with due dates more than a month in the future, but, whenever possible, try to peg an exact date. I will go over audiences with you beforehand. But, the matrix is a good place to brainstorm all the possibilities for internal communications of a topic.

Date	Date submitted	Channel	Audience	Message	Approver	Author
7/7/11	7/6/11	Compass Compass Points e- mail	Faculty and Staff, Boards	Save the date for FSC (8/8)	BW TS	СК
8/1/11	7/28/11	Personal e-mail	Senate chairs	Inform constituents of convocation,	BW	BW
8/1/11	7/28/11	Personal e-mail	DDD	Inform office of FSC	BW	BW (for RM)
8/4/11	8/1/11	Compass Points e- mail	Faculty, staff	Reminder of FSC	BW TS	СК
8/10/11	8/8/11	Approval of yard sign design	President's office staff	Submit any revisions before order is made	TS BW	SS
8/22/11 through 9/5/11	8/18/11	Baker ads Yard signs?	Faculty, staff	Repurpose flyer and logo to inform about convocation	BW TS MK	SS CK
8/22/11	8/22/11	Deploy yard signs	UCM staff	Place signs in strategic locations in Athens	BW TS	СК
8/22/11	8/18/11	Compass, Compass e-mail	Faculty, staff	Preview article about FSC	BW TS	CK
9/1/11	8/29/11	Compass Points e- mail Compass	Faculty, staff	FSC Matters- President's welcome message to faculty, staff focuses heavily on FSC	RM BW	RM/BW

9/1/11	9/1/11	Compass	OIT	Confirm streaming capability for FSC	СК	СК
9/5/11	9/2/11	Baker ad	Faculty, staff	Alter message to focus on specific topics to be discussed	BW TS MK	SS CK
9/8/11	9/5/11	Compass, Compass e-mail	Faculty, staff	Reminder about the event – brief	BW TS	СК

RM = Roderick J. McDavis. BW= Becky Watts. TS = Todd Stone. CK= Colleen Kiphart. SS = Stacey Stewart. MK = Mark Krumel
Approved: Renea Morris, UCM ______
Approved: Becky Watts, chief of staff and special assistant to the president

Sample:

College of Fine Arts 75th Anniversary Communications Plan

Purpose: This plan outlines major communications in support of the Ohio University College of Fine Arts 75^{th} anniversary, June 2011- April 2012

Concept: In general, CoFA will provide approved text (in the form of a press release, where applicable) and photos to the UCM point of contact Colleen Kiphart. UCM will edit for Ohio University AP and online style (as appropriate), forward press releases to UCM external comms team, and post to *Compass* and *Compass Points*, and ensure the "push" of these articles in appropriate all campus e-mails.

Internal Communications: The below matrix outlines the communications plan to internal audiences

External communications:

PR: CoFA will provide approved text in the form a press release (see above). UCM to distribute.

Advertising: CoFA is responsible for local advertising.

Social Media: UCM will publish Facebook (@ohiou) and Twitter posts concurrent with planned communications

Design/Creative support: UCM will provide design support in the form of a template for Baker University Center monitor ads and a template for breakroom flyers. CoFA will furnish 75th anniversary art files to UCM design team as needed.

Timeline/Execution Matrix

Timeline/Execution Matrix					
Date	Channel	Audience	Message	Approver	Responsibilities/Notes
6/30/11	Compass Compass e-mail Social media (@ohiou)	Faculty, staff, students, boards	Tickets are available for the 7/7 exhibit preview	TS (UCM) CM (CoFA)	COFA: Provide input to CK of UCM, provide approvals UCM: CK to assist with draft and post
7/7/11	Compass Points e-mail	Faculty, staff, and Boards	Tickets are available for the 7/7 exhibit preview	TS (UCM) CM (CoFA)	COFA: Provide input to CK of UCM, provide approvals UCM: CK to assist with draft and post
October 2011	Baker ad Compass Compass e-mail Compass Points e-mail Social Media (from COFA, retweeted by @ohiou)	Faculty, staff, students, parents, alumni	Any events tied to Homecoming 2011. Begin consultation with Advancement regarding larger gifts/ticket purchases.	TS (UCM) CM (CoFA) Jenn Bowie (Advancement)	COFA: TBA; provide text, photos, approvals. Coordinate with Baker for Baker ads. UCM: CK to edit text and coordinate social media; coordinate with UCM creative team for baker ad template
February 2012	Baker ad Compass Compass e-mail Compass Points e-mail Social Media (from COFA, retweeted by @ohiou)	Faculty, staff, students (if on a Monday) parents	Begin advertising for gala. Reach out with Advancement to potential big givers	TS (UCM) CM (CoFA)	COFA: TBA, Coordinate with Baker for Baker ads. UCM: CK to edit and post in COMPASS, CP
March 2012	Direct e-mail communication to Deans, Directors and Dept. heads	DDD (Deans, Directors, Dept heads)	Tell staff about gala, attach flyer for office breakrooms	СМ	COFA: Compose and distribute UCM: Provide flyer template. TS to consult on text
April 2012	Baker ad Compass Compass e-mail Compass Points e-mail Social Media (from COFA, retweeted by @ohiou)	Faculty, staff, students, parents, alumni	Gala is happening. Push donation aspect of ticket	CM TS	COFA: provide text, photos, approvals UCM: CK to edit and coordinate social media

CM= Chuck McWeeny. TS = Todd Stone. CK=	Colleen Kiphart
Approved: Renea Morris, UCM	Approved: Chuck McWeeny, Dean, College of Fine
Arts	