

As you settle in, please go to www.menti.com and
use the code **8335 3194**.

During the presentation, we will explain and
utilize this polling tool.

Welcome to
On the Same Page:
Expanding Internal Comms
At Your Institution



On the Same Page

Expanding Internal Comms Capacity
at Your Institution



WILLIAM & MARY

CHARTERED 1693

Who We Are

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Poll: How good is your institution at internal communications?

www.menti.com

Code 8335 3194

As an industry, why aren't we better?

1. History: Teaching is primary function
2. Organization: Decentralized schools, departments, units
3. Funding: Public and private
4. Scrutiny: Staff vs. academic hiring



Who is the 'internal audience' in
higher education?

www.menti.com

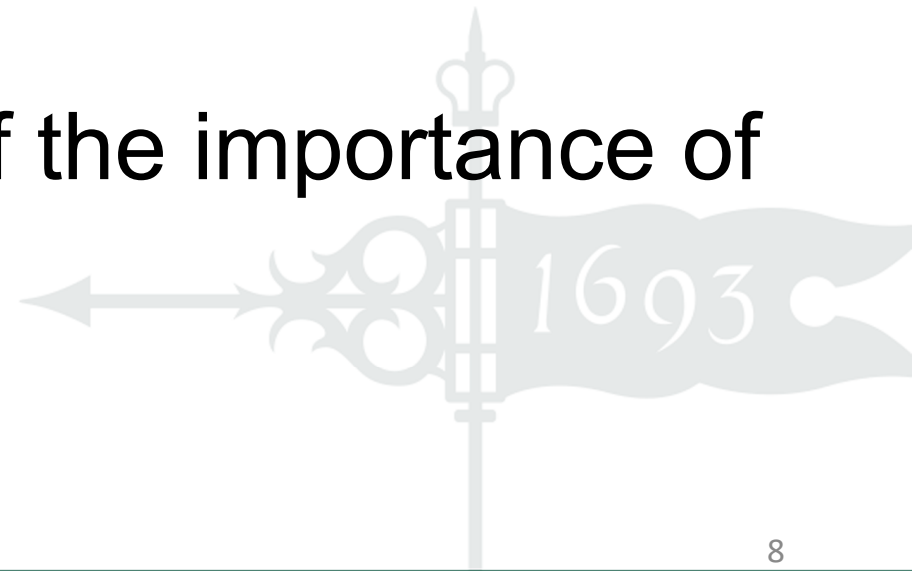
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Each audience has different needs

- Students
- Faculty
- Staff
- Parents
- Alumni
- Student workers
- Contract workers

It's hard! So why now?

- COVID, COVID, COVID
- Hunger among audiences for critical communications
- High-level recognition of the importance of solid communications



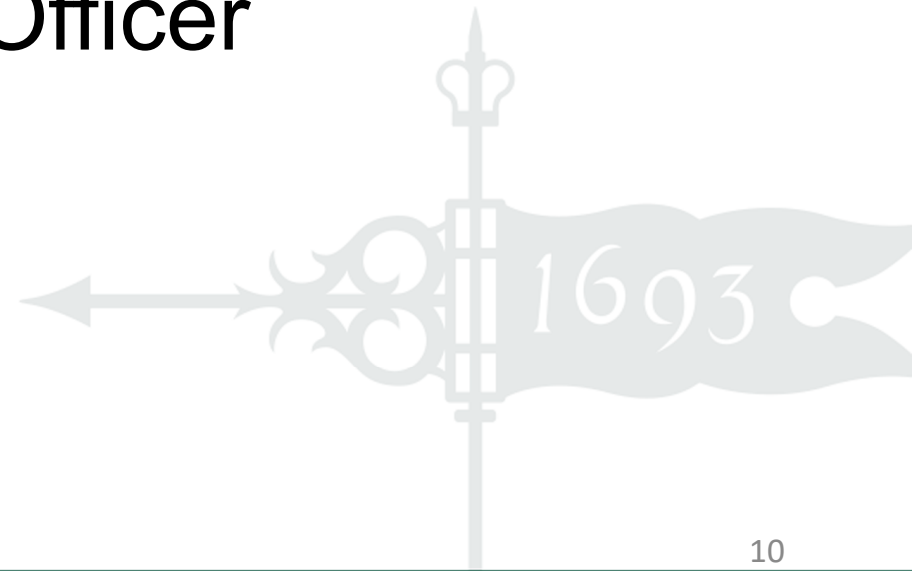
William & Mary

CASE STUDY



Key: Leadership Support

- W&M President Katherine A. Rowe
 - Presidential Charge
- Chief Communications Officer
- President's Cabinet



Internal Communications Council

- Composed of representatives from every Cabinet area. Led by central comms.
 - Advancement
 - Athletics
 - Auxiliary Services
 - Five schools: Law, Education, Marine Science, Business, Arts & Sciences
 - Human Resources
 - Information Technology
 - Libraries
 - Office of Diversity & Inclusion
 - News & Media
 - President's Office
 - Provost's Office
 - Student Affairs

ICC: Presidential Charge

- President Rowe invited each member to participate and offered short- and long-term priorities



President Rowe:

- Streamline information-sharing
- Eliminate surprises
- Align key messages across the enterprise



- . Increase consistency in tone, quality and content
- . Establish and maintain an effective calendar
- . Progress Vision 2026



“These are heady goals. You will have a great deal of agency as a team in how you accomplish the above and align it with your current workload.

The overall goal of this Council is to reduce effort across our Communications systems, by coordinating effectively and consistently. We’ve seen how effective that coordination can be in reducing duplication of effort and minimizing unforced errors that add to everyone’s load.”

What's in it for members?

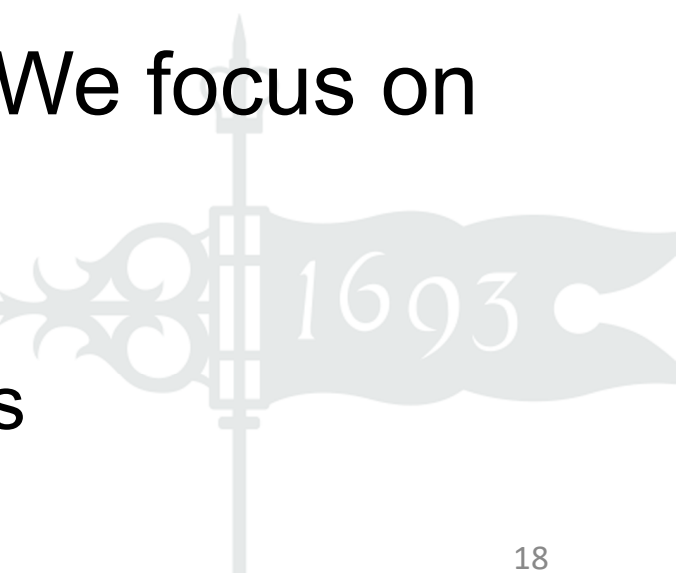
- Inclusion: They aren't "mushrooms"
 - Advance notice of major announcements
 - Avoiding unnecessary embarrassments
 - Ability to plan
 - Resources
- Recognition of their work, potential to be amplified
- Sounding board, advice from trusted colleagues

\$\$ MONEY \$\$

- Each member receives an annual stipend
 - Strongly messages that internal comms is a priority
 - Encourages accountability, participation & constructive work
 - Recognizes the additional workload and balancing act required of members

Monthly

- One-hour (now 1.5 hour) meetings
- In person primarily, with social lunch invitation beforehand
- Limited updates or show & tell. We focus on work & learning instead
- Rotating venue on campus
 - Allows us to showcase our spaces

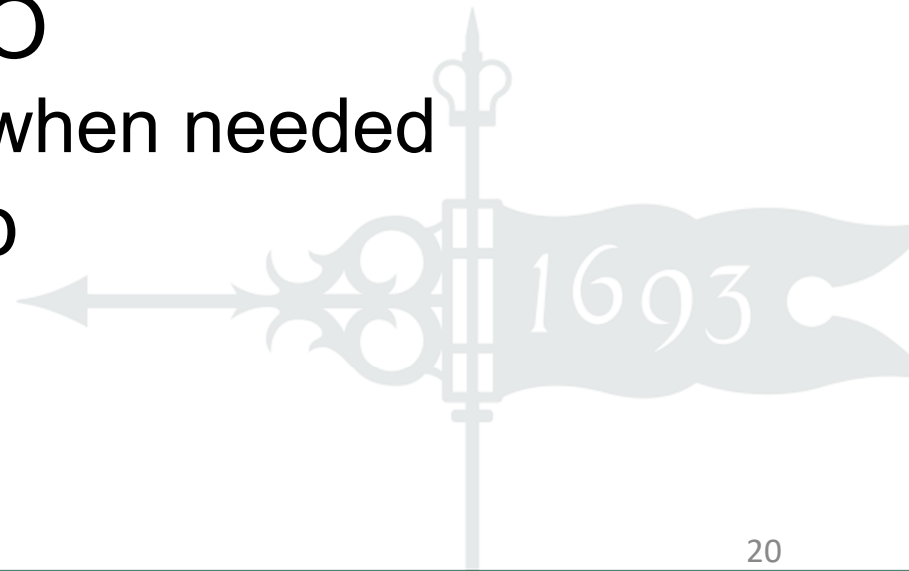


Organization: Daily & Weekly

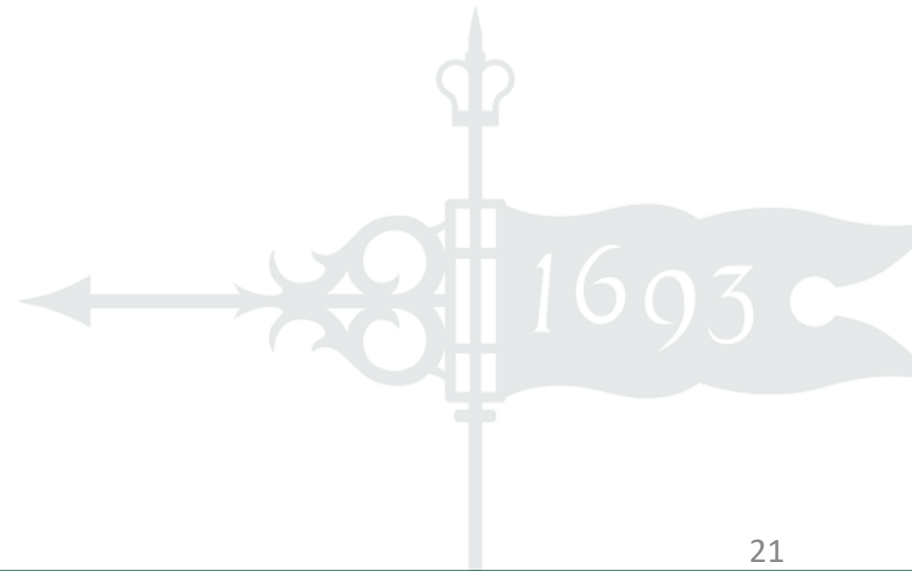
- Shared Teams channel + shared comms calendar
- Prompts for updates every Monday
- Place for breaking comms, calls to pause social, etc.
- Reading room, chats, asking advice

Accountability & Reporting

- Annual reporting to President Rowe
 - Wins & Progress
 - Challenges
- Monthly updates with CCO
 - Ask for additional support when needed
- Evaluation of membership
 - Participation
 - Commitments



Let's talk about you!
What challenges are you facing?



What are some solutions?



Contact Us!

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