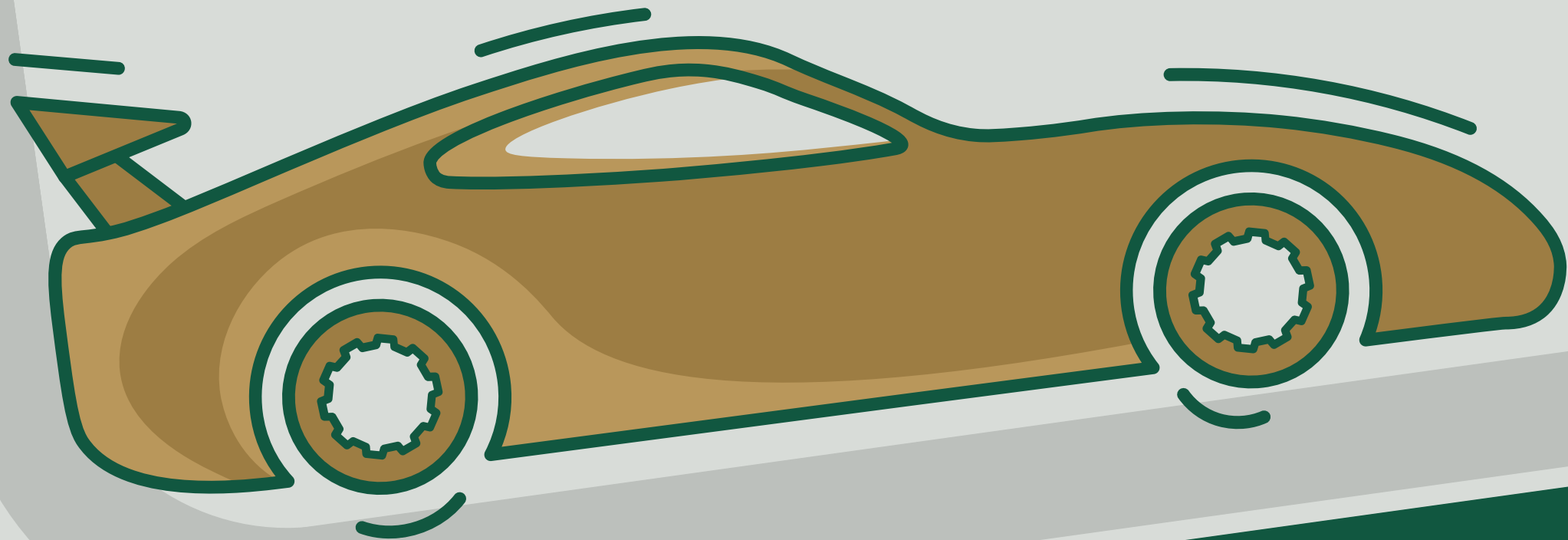
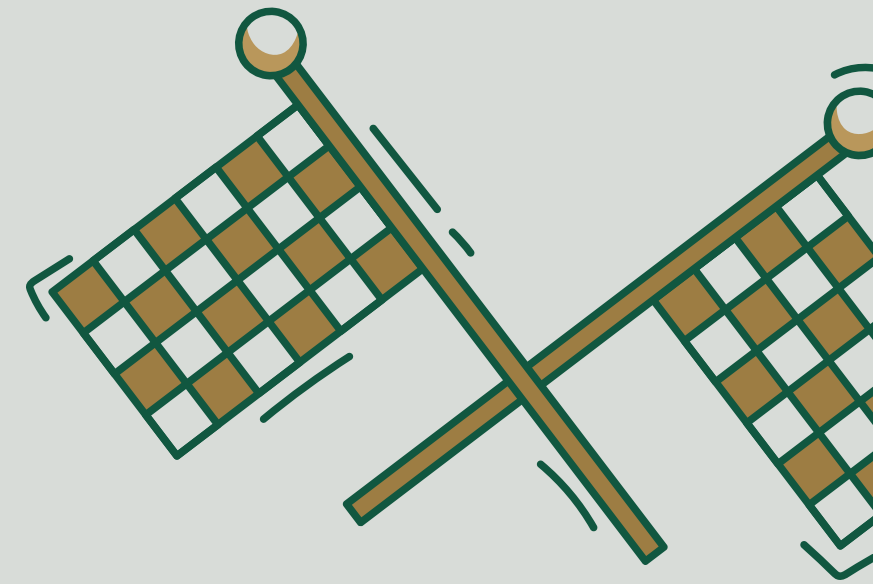




COMMUNICATIONS TUNE-UP

START WITH YOUR WHY





1. PURPOSE

3. BRAND

5. STUDENT TEAM

THE TRACK

2. PLAN

4. RESOURCES

FINISH

***PART 1:
START WITH PURPOSE***



PRE-RACE WARM UP

**THINK OF THE LAST COMMUNICATION YOU SENT OR CREATED—
OR ONE YOU KNOW YOU WILL NEED TO SEND THIS FALL.**

 What was it?

 Why did you send it?

 Who was the primary audience?

 What did you want the audience to know, understand, feel or do?

 How did you know it worked?

THE PRODUCT IS NOT THE GOAL

We need
an email.

We should post
this.

We need to
promote this
event.

We need
a flyer.

**THESE ARE
PRODUCTS OR
TACTICS.**

**PURPOSE TELLS
US HOW TO USE
THEM WELL.**

START WITH PURPOSE



Communication can help people:

- Know
- Understand
- Feel
- Do

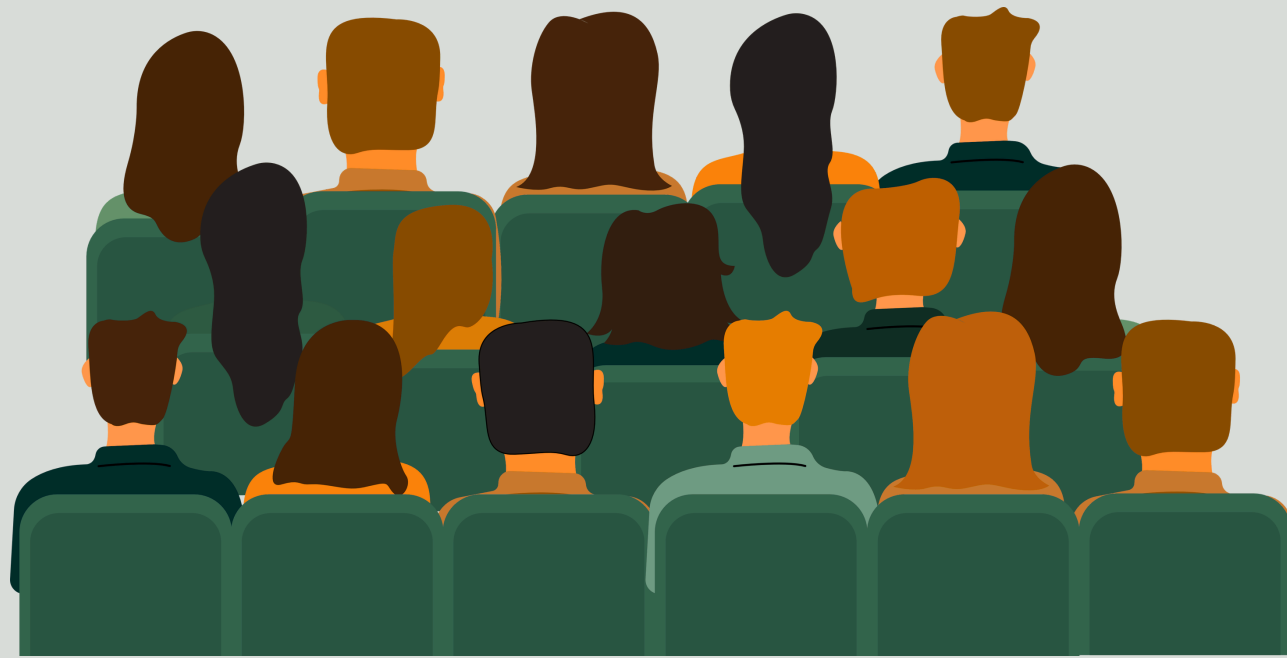
It can also help us:

- Build awareness
- Strengthen trust
- Create connection
- Coordinate work
- Reinforce priorities
- Show impact

PART 2:
KNOW YOUR AUDIENCE



DIFFERENT AUDIENCES NEED DIFFERENT THINGS



AUDIENCE

COMMUNICATION MIGHT HELP THEM...

- Staff & colleagues → Understand, coordinate & explain
- Students → Recognize relevance, understand & act
- Families → Understand how to support
- Campus Partners → Collaborate, refer & amplify
- Leaders → Understand impact & alignment
- Public audiences → Recognize institutional work & values

Audience is not only who receives the message. Audience shapes the message.

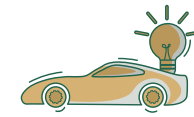
ONE INITIATIVE, MULTIPLE AUDIENCES

DEPTH OVER BREADTH



Staff & Colleagues

- Understand the initiative
- Explain it consistently
- Connect it to their work



Students

- Understand what it means
- Recognize how it applies to their choices



Campus Partners

- Reinforce and cross-promote the message



Leaders

- Understand how this connects to division or institution priorities

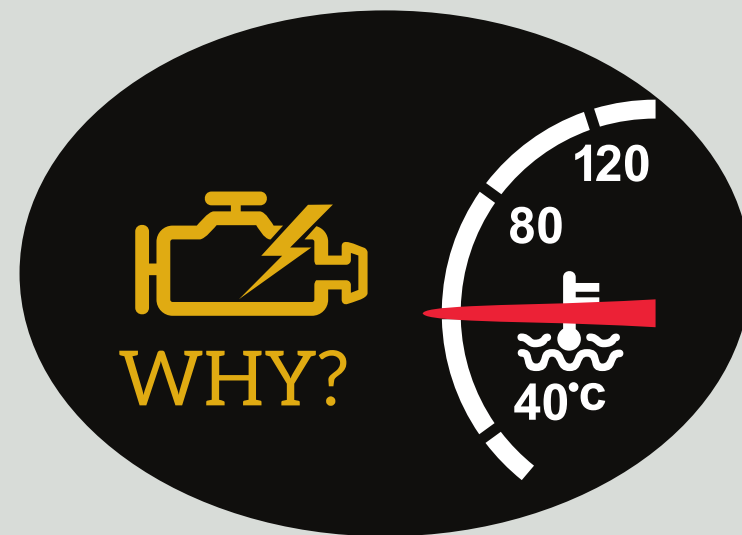


PART 3:
GO ONE STEP FURTHER

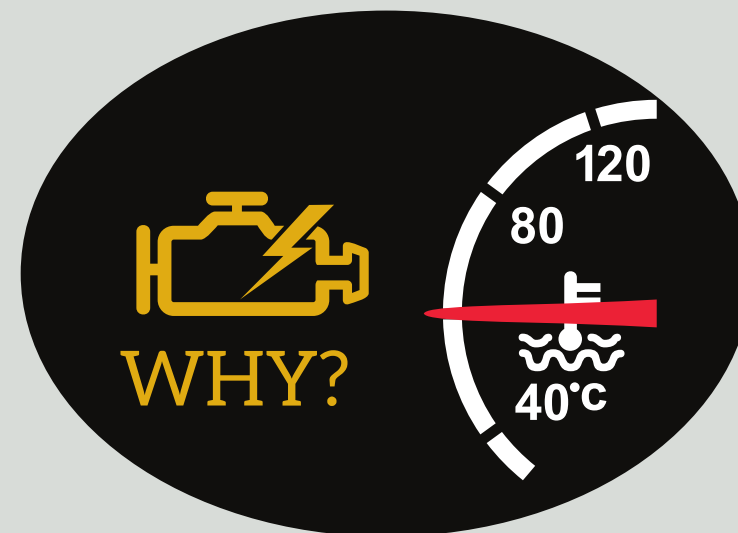


ASK WHY ONE MORE TIME

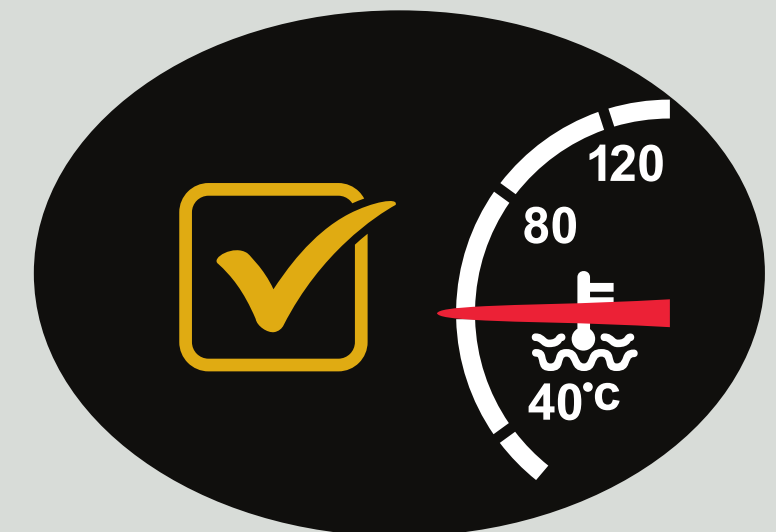
“We want more followers.”



“We want more students to regularly see our content.”



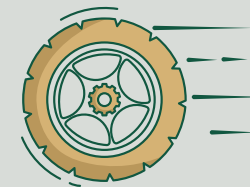
“We want students to know where to find accurate information, resources and support.”



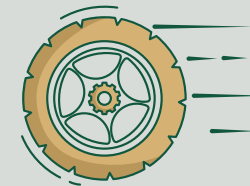
Looking one layer deeper gives us context for our communications approach.

WHAT DOES AUDIENCE GROWTH MAKE POSSIBLE?

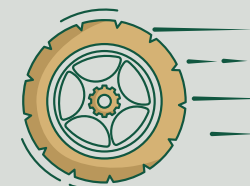
**Student Success
Social Campaign**



Grow the audience



More students encounter
coordinated information



Greater awareness, clearer
referrals & stronger trust

***PART 4:
HOW DO WE KNOW
COMMUNICATION IS WORKING?***



DID IT REACH THE
INTENDED AUDIENCE?



DID THE AUDIENCE
RESPOND IN THE
WAY WE HOPED?



***HOW WILL WE KNOW
IT IS WORKING?***



WHAT DID WE LEARN
FOR NEXT TIME?

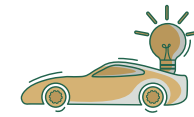
APPLY THE FRAMEWORK

BLOCK PARTY



What we know

Promote a neighborhood-wide event that helps students explore offices and services.



Hoping to see

Increased attendance & office visits. Less confusion about how to participate.



Who else should be considered?

- Participating offices
- Parents & Families
- Senior Leadership
- Campus Partners



Did it work?

- Reach & engagement
- Student Attendance
- Common confusion decreased
- Cross-promotion



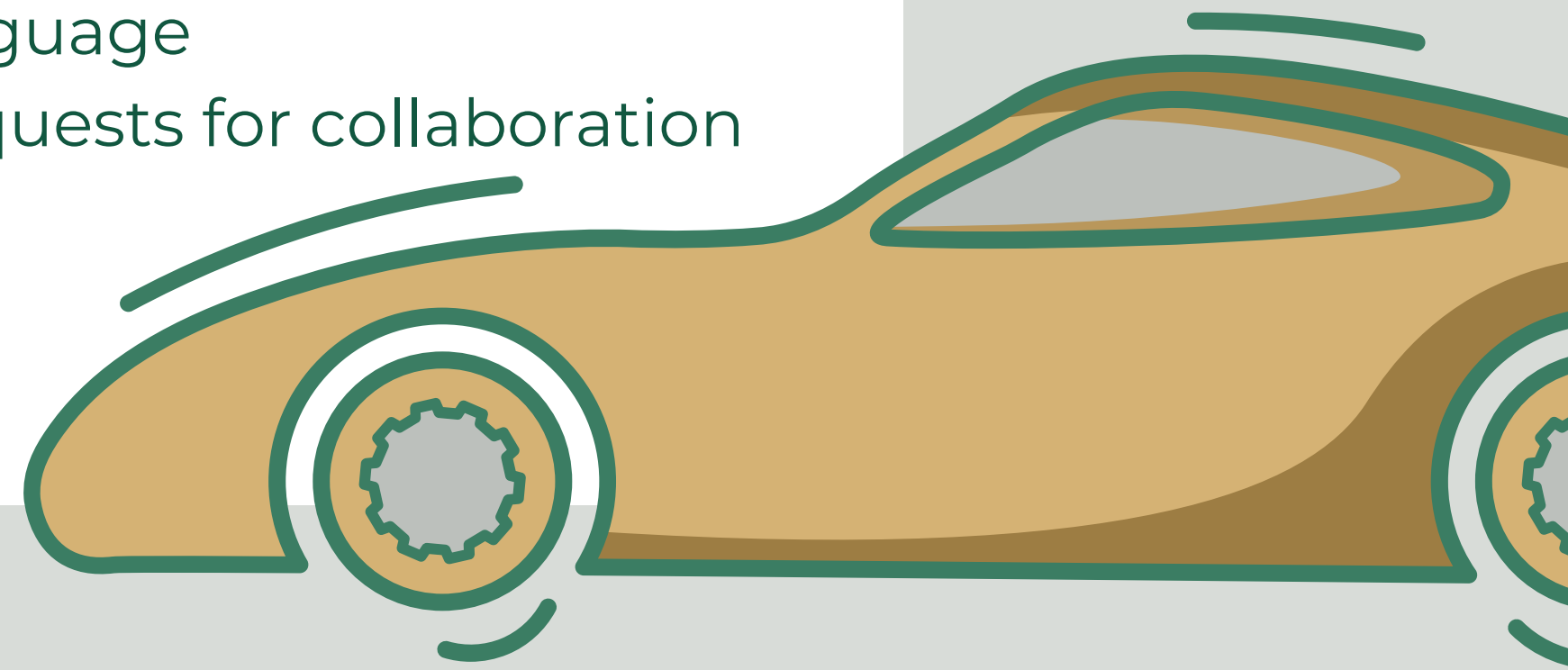
LOOK BEYOND THE NUMBERS

Quantitative evidence

- Reach
- Followers
- Opens & clicks
- Registrations
- Attendance
- Visits
- Downloads
- Survey percentages

Qualitative evidence

- Comments & DMs
- Open-ended feedback
- Staff observations
- Fewer recurring questions
- Better referrals
- Correct use of shared language
- Requests for collaboration



SUCCESS BEYOND ATTENDANCE

TRANSFER CELEBRATION WEEK

THE COMMUNICATION'S JOB

- Help Transfer Students recognize the week is for them
- Explain what is available
- Show why participation may be valuable
- Make the next step clear

SIGNS IT RESONATED

- Views and clicks
- Registrations
- Attendance
- Questions or feedback
- Repeat engagement with future communications

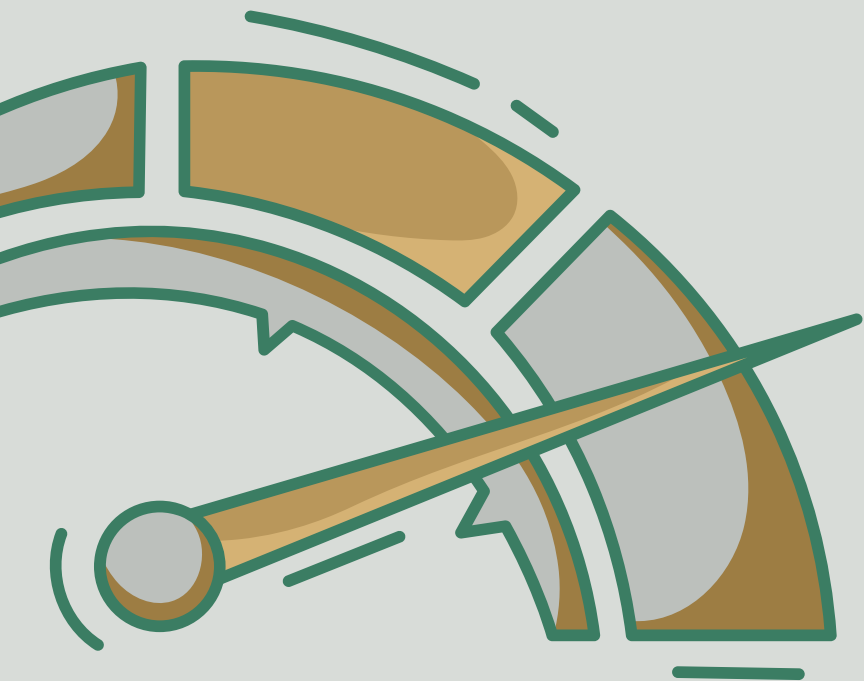
***PART 5:
APPLY IT TO YOUR WORK***



NOW APPLY IT TO YOUR WORK

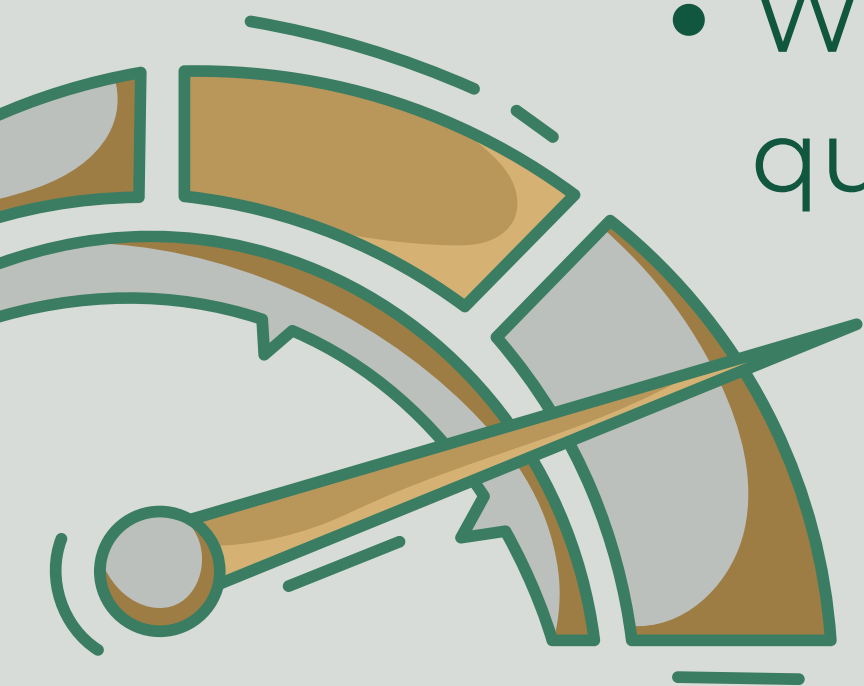
Choose one fall priority, program or initiative.

1. What are you trying to accomplish?
2. Why are you trying to accomplish that?
3. Who is the primary audience?
4. What do they need to know, understand, feel or do?



LOOK ONE LAYER DEEPER

- What does the primary audience already know?
- What might they assume?
- What could confuse, concern or motivate them?
- What context do they need?
- What is the most important takeaway?
- Who else needs to understand, reinforce, answer questions or act?



IDENTIFY USEFUL EVIDENCE

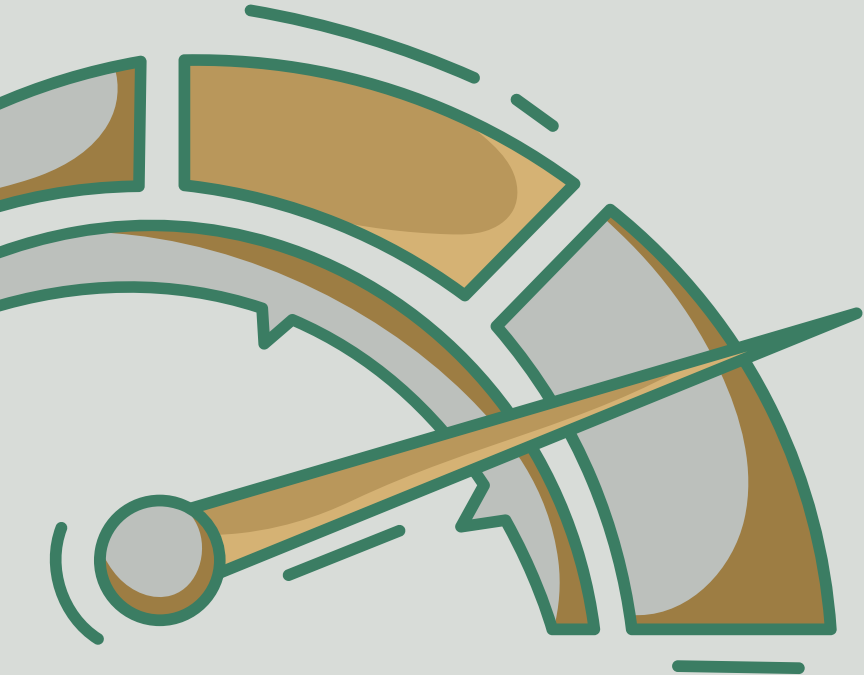
Identify one to three realistic signs that the communication:

- Reached the intended audience
- Was understood
- Fulfilled its purpose
- Supported the intended next step, when one was expected



PRESSURE-TEST YOUR THINKING

- Is the purpose clear?
- Have you looked one layer deeper?
- Is the primary audience specific enough?
- Who else should be considered?
- Could the evidence help improve the next communication?



HOMework & cLoSe



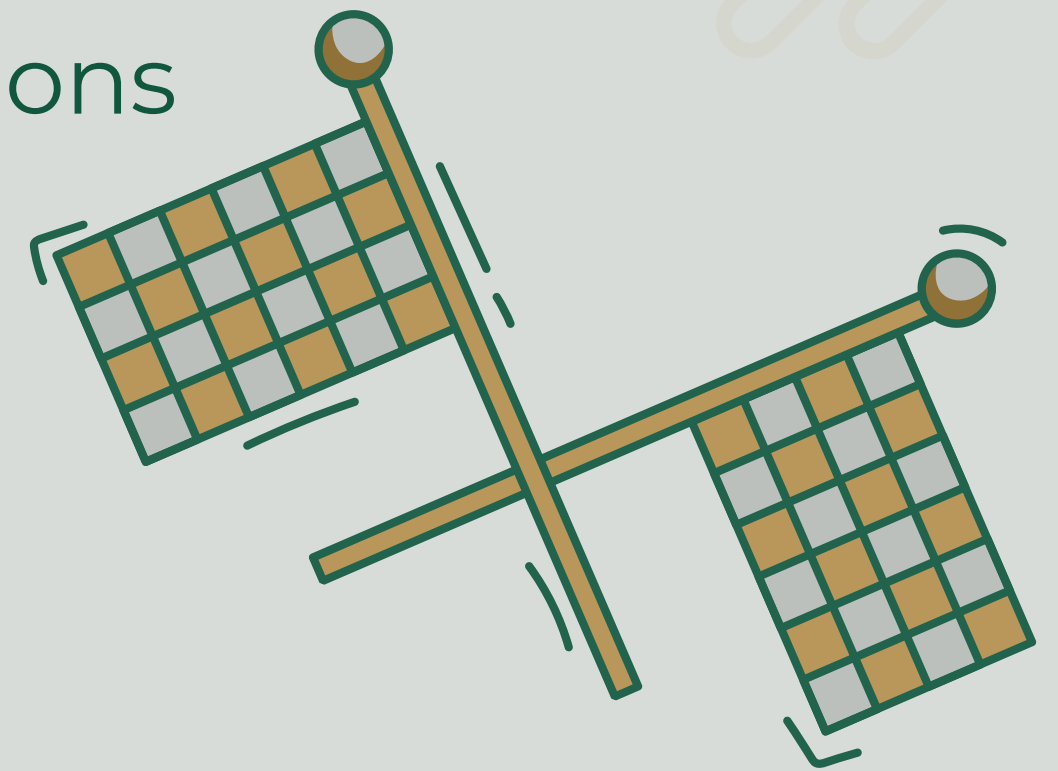
YOUR TUNE-UP BEFORE SESSION 2

With your team, identify three fall communications priorities.

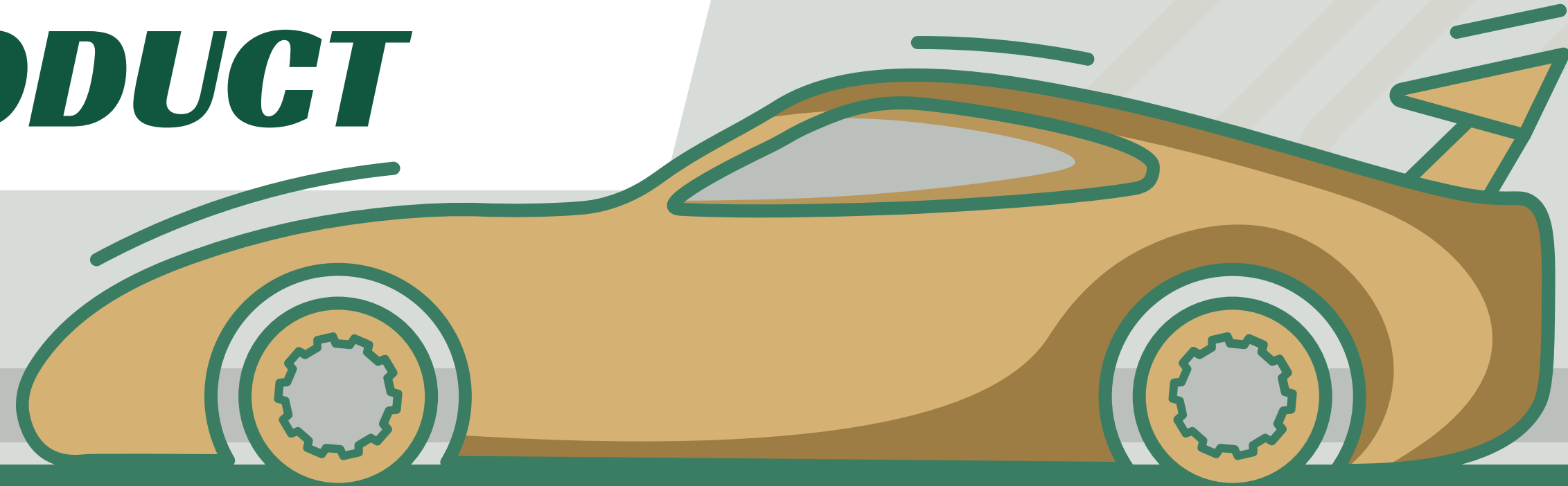
For each one, name:

- What you are trying to accomplish
- Why it matters
- The primary audience
- Other audiences to consider
- One sign the communication fulfilled its purpose

Do not build the full plan yet.



START WITH PURPOSE, NOT THE PRODUCT



ASK:

- WHY ARE WE TRYING TO ACCOMPLISH THIS?
- WHO ELSE SHOULD BE CONSIDERED?
- WHAT DO OUR AUDIENCES ALREADY KNOW AND NEED?
- WHAT IS THE MOST IMPORTANT TAKEAWAY FOR EACH?
- WHAT WOULD SUGGEST THE COMMUNICATION DID ITS JOB?