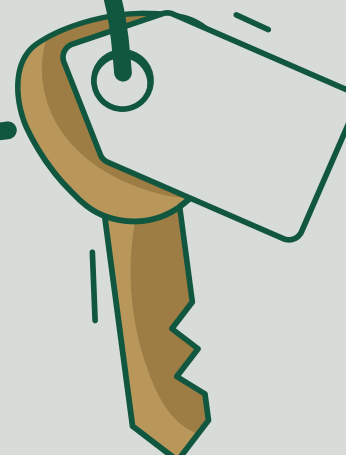
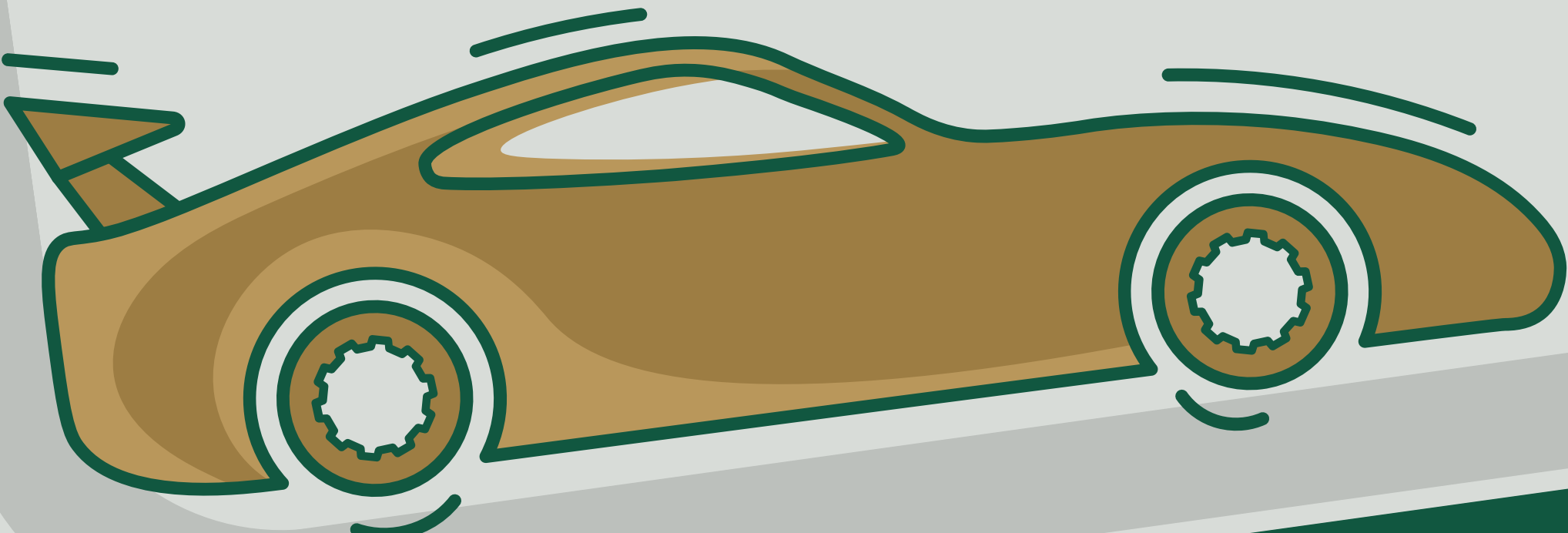
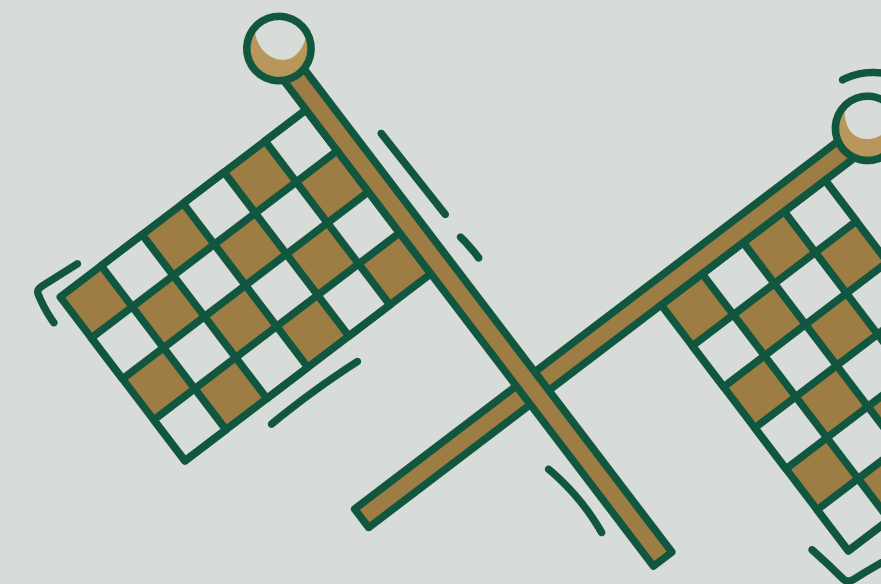




COMMUNICATIONS TUNE-UP

BUILD YOUR COMMUNICATIONS PLAN





1. PURPOSE

3. BRAND

5. STUDENT
TEAM

THE TRACK

2. PLAN

4. RESOURCES

FINISH

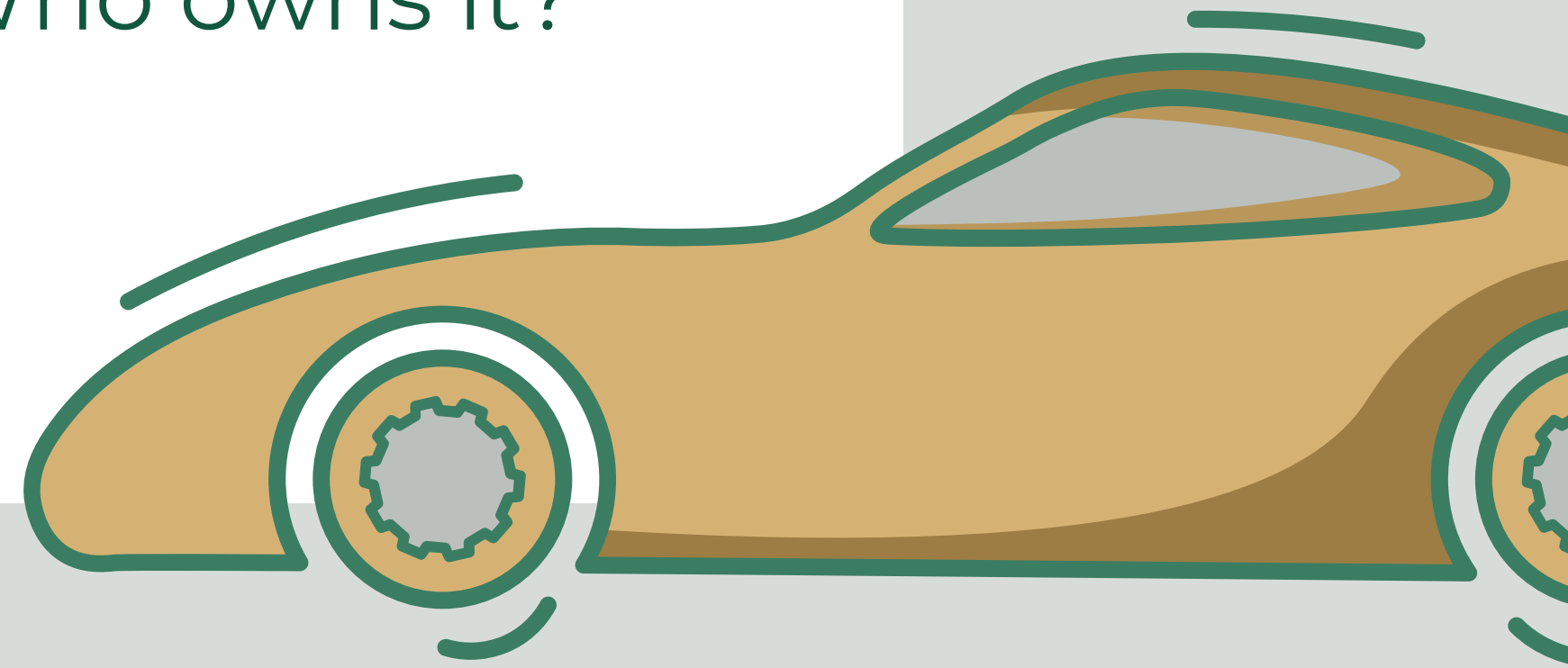
FROM PURPOSE TO PLAN

SESSION 1: PURPOSE

- Why are we communicating?
- Who are we trying to reach?
- How will we know it worked?

SESSION 2: PLAN

- What needs to happen?
- When?
- Who owns it?



TODAY'S GOAL

WE ARE MOVING FROM STRATEGY TO EXECUTION.

BY THE END OF TODAY, YOU WILL:



Start one communication plan



Identify audience, message
& key details



Build the first few Tick Tock rows



Name gaps, dependencies & owners

An illustration featuring a white foot stepping onto a dark green banner. A large gold key with a tag is positioned near the foot. The background includes stylized wavy lines in green and gold, and light gray chevron patterns.

PART 1:
WHY PLANNING MATTERS

PLANNING PREVENTS SCRAMBLING



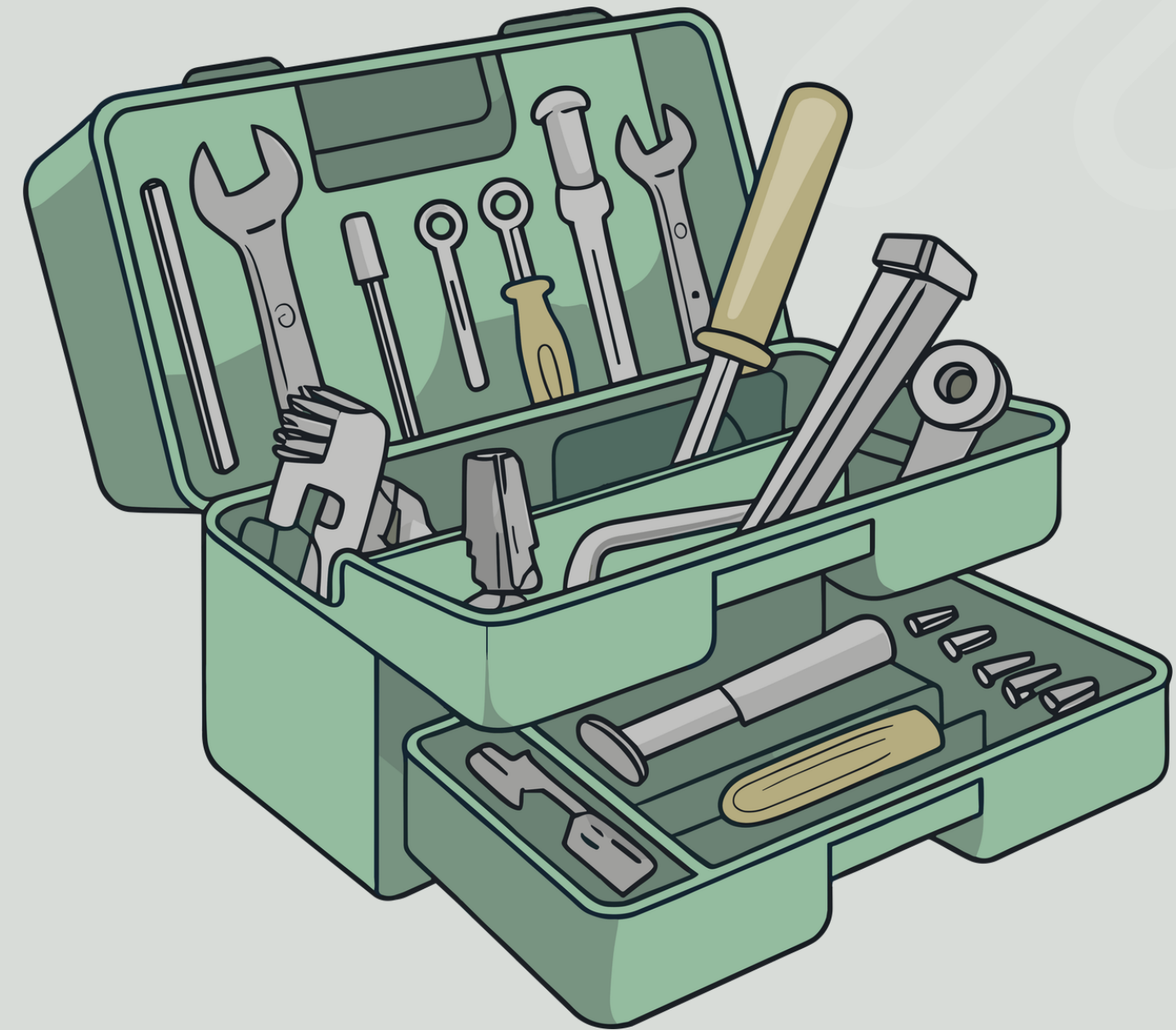
Planning helps prevent:

- Last-minute emails
- Rushed graphics
- Missing links
- Unclear ownership
- Surprise questions
- Promotion before details are ready

THE PLAN IS A WORKING TOOL

A plan starts helping when it clarifies:

- Who the audience is
- What needs to be communicated
- What needs to be created
- Who owns the work
- What still needs to be confirmed



PART 2:
PLANS CAN SCALE
UP OR DOWN



A FLEXIBLE TOOL

A communications plan can support:

- Small events
- One-time announcements
- Resource launches
- Process changes
- Multi-week campaigns
- Semester-long initiatives
- Year-long campaigns
- Recurring annual programs

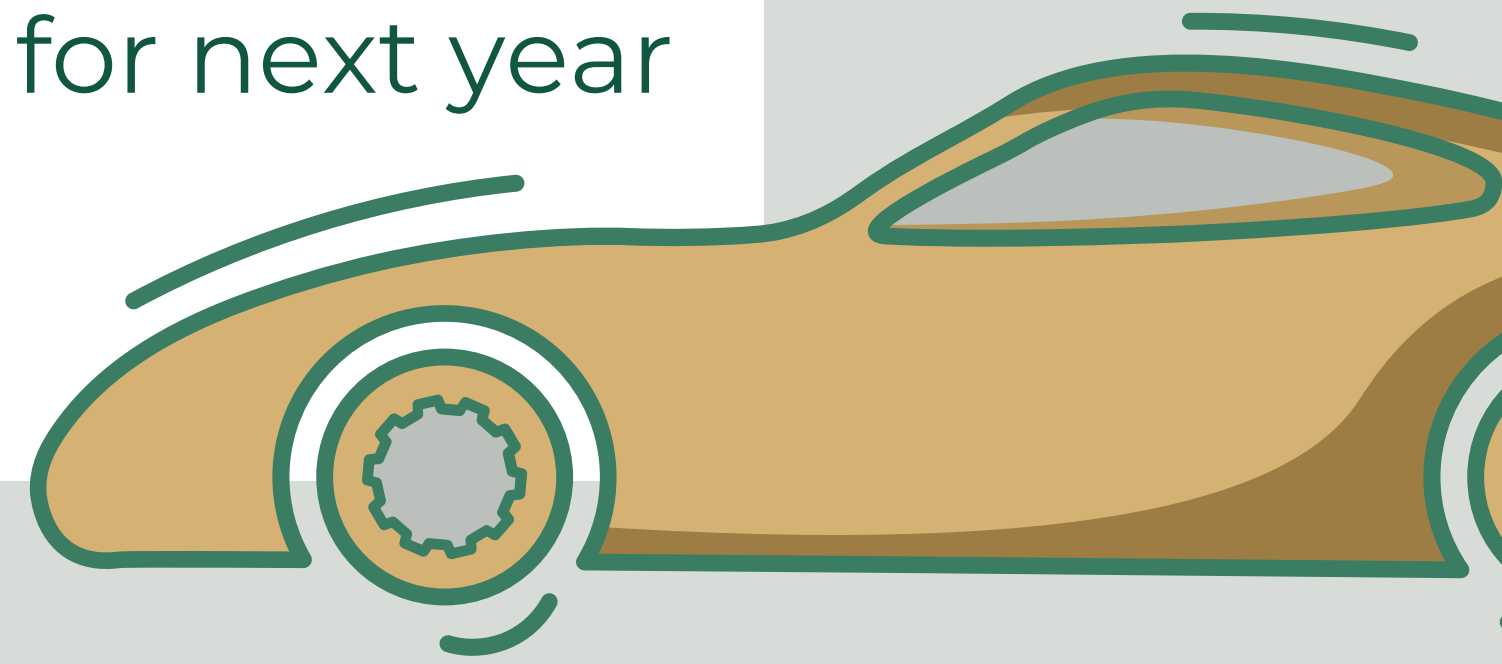
SMALL PLAN, BIGGER PLAN

SMALL EVENT

- Audience
- Message
- Deliverables
- Timing
- Owner

LARGER CAMPAIGN

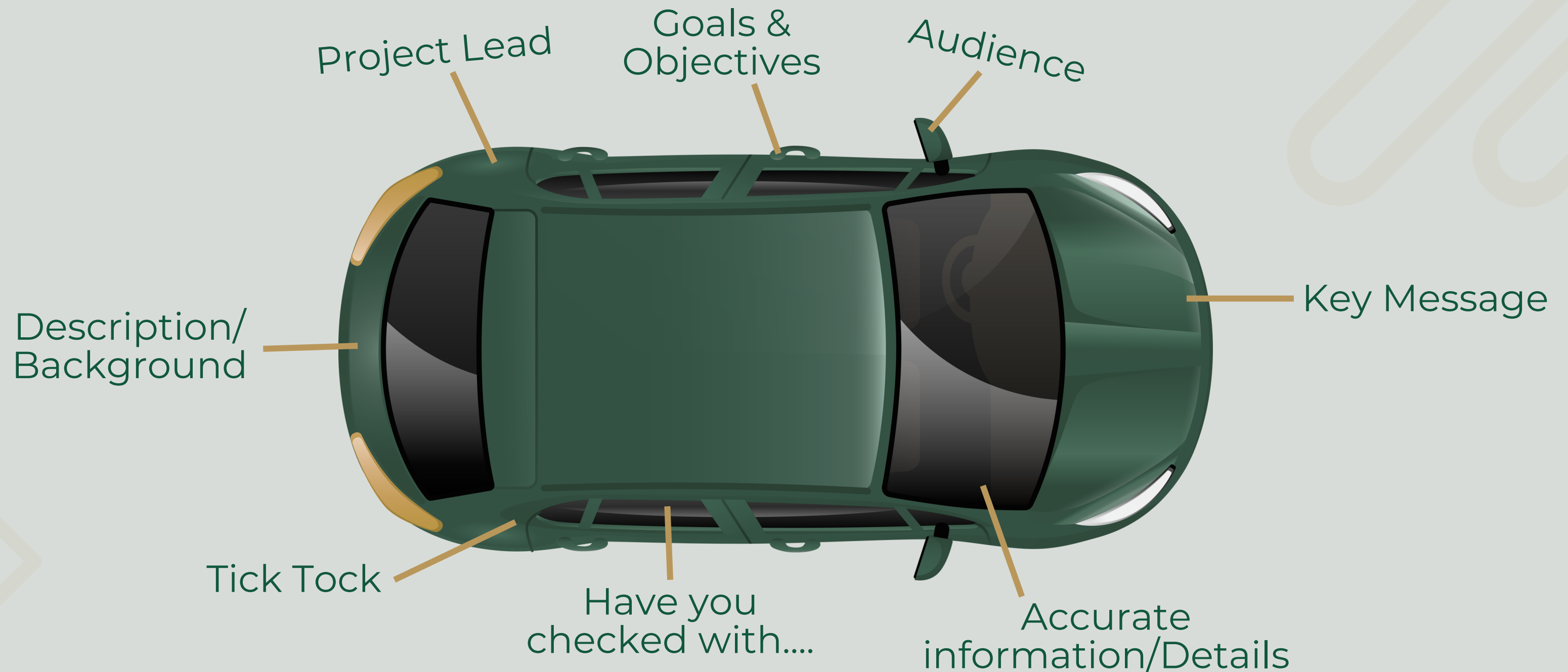
- Multiple audiences
- Phases
- Partner language
- Assets
- Metrics
- Notes for next year



PART 3:
WALK THROUGH THE
BASIC PLAN



THE BASIC PLAN'S PARTS



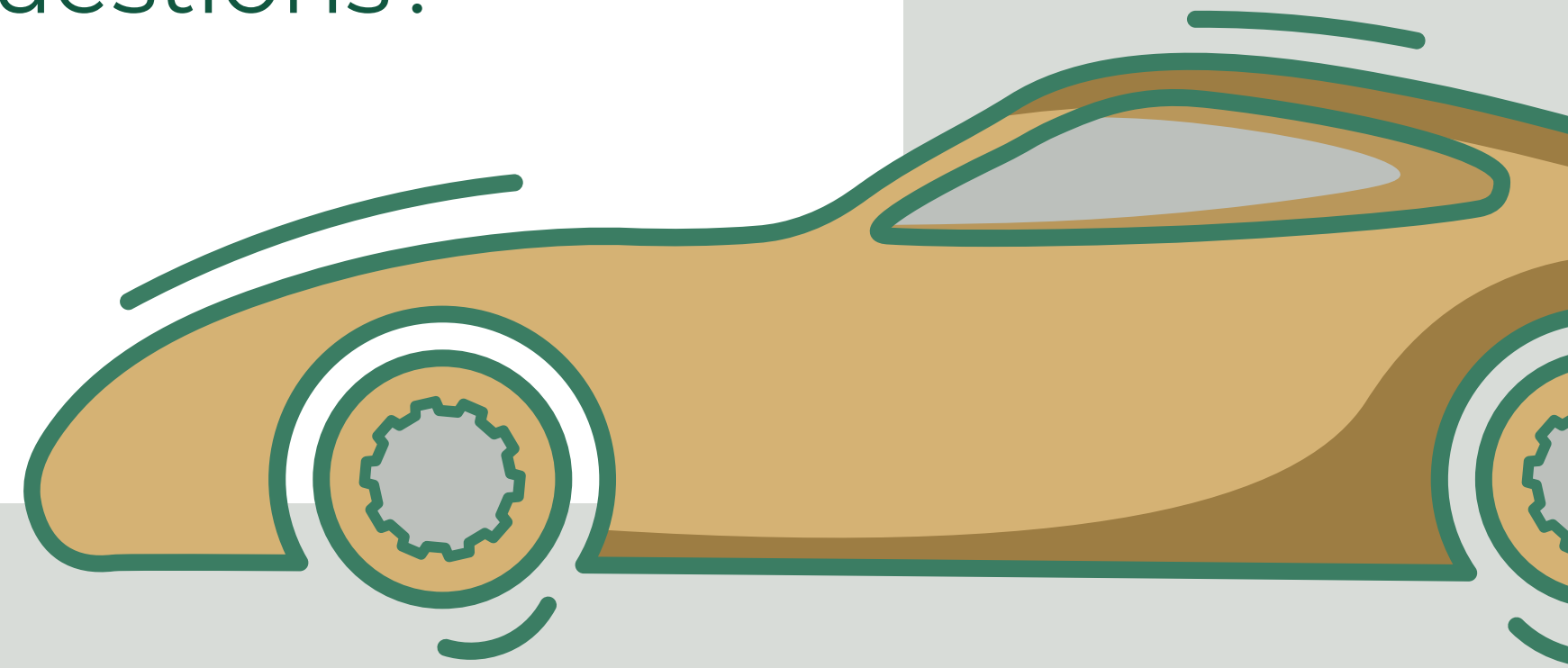
DESCRIPTION & LEAD

DESCRIPTION/BACKGROUND

- What is happening?
- Why is it happening?
- What context matters?

PROJECT LEAD

- Who coordinates the plan?
- Who answers questions?



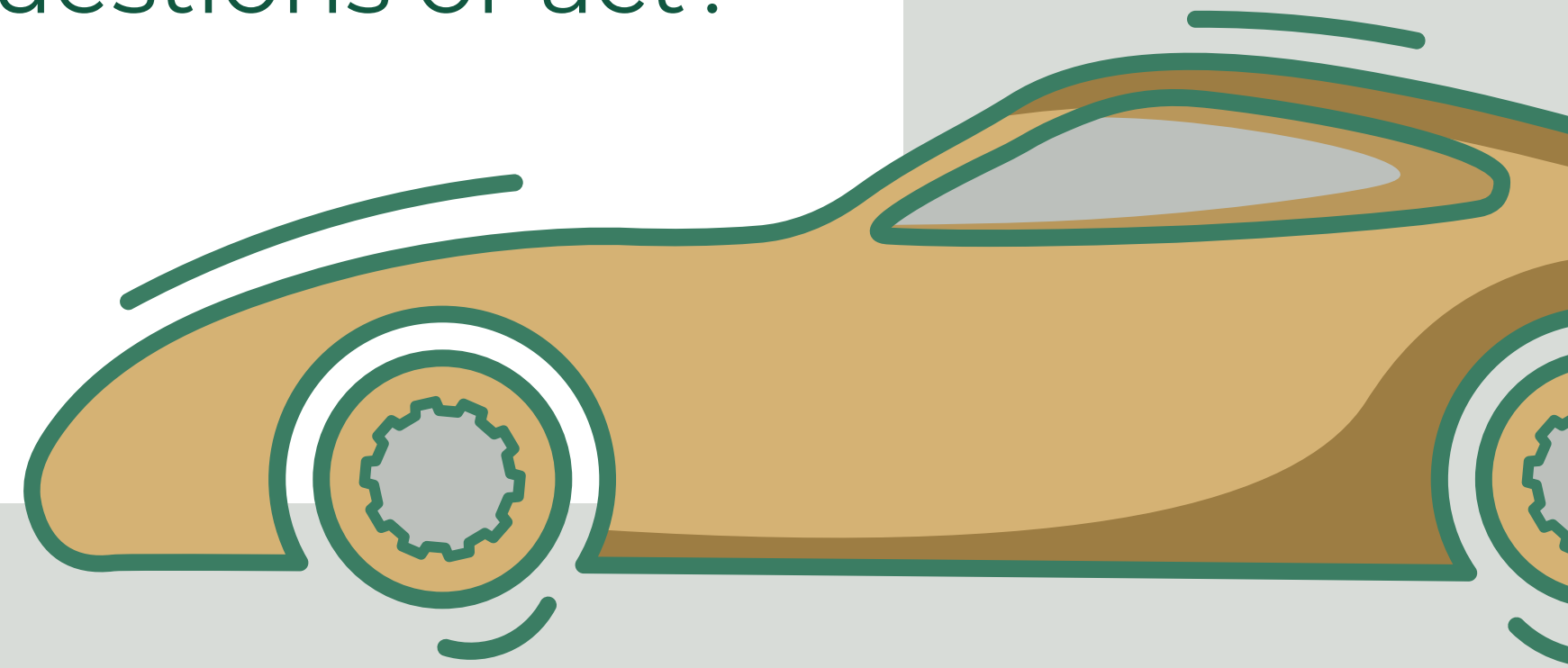
GOALS & AUDIENCE

GOALS & OBJECTIVES

- Awareness?
- Understanding?
- Action?
- Consistency?
- Participation?

AUDIENCE

- Who is primary?
- Who else needs to reinforce, answer questions or act?



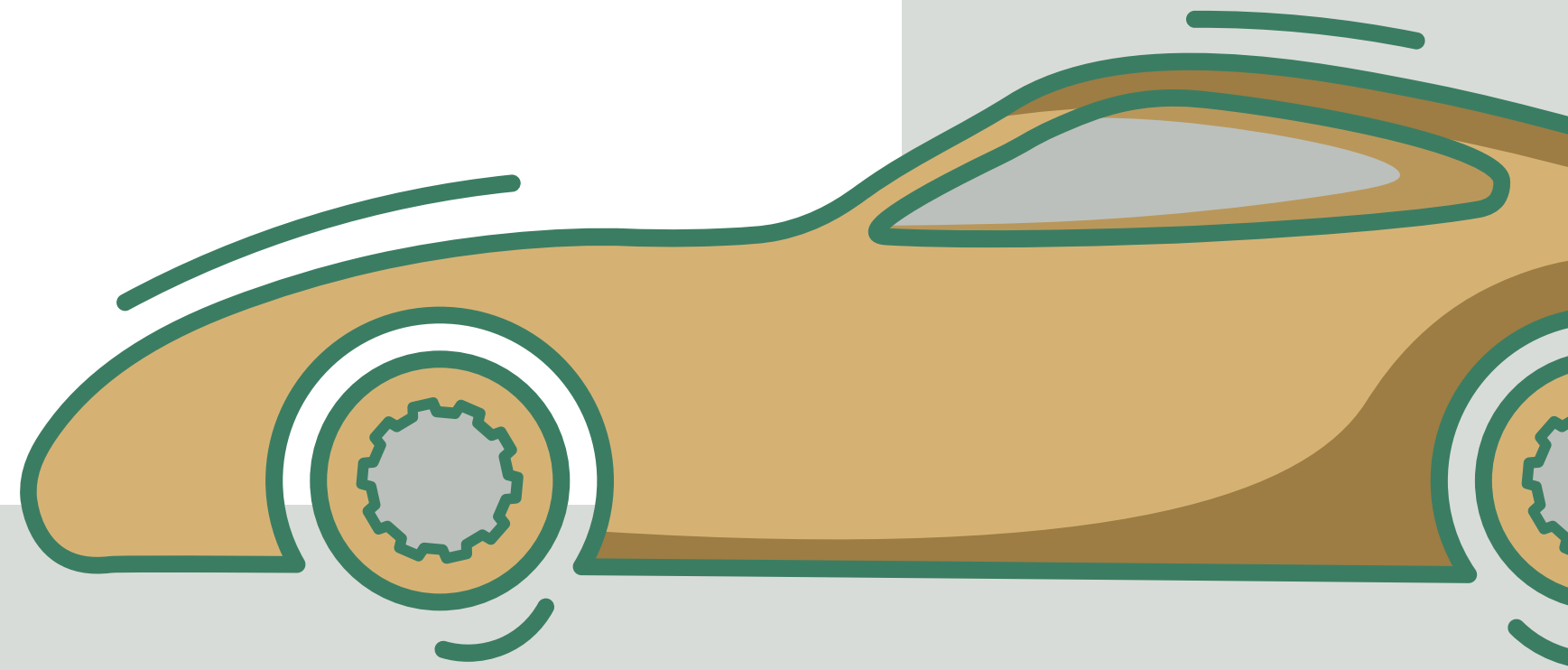
MESSAGE & DETAILS

KEY MESSAGE

- What is the main takeaway?
- What language should stay consistent?

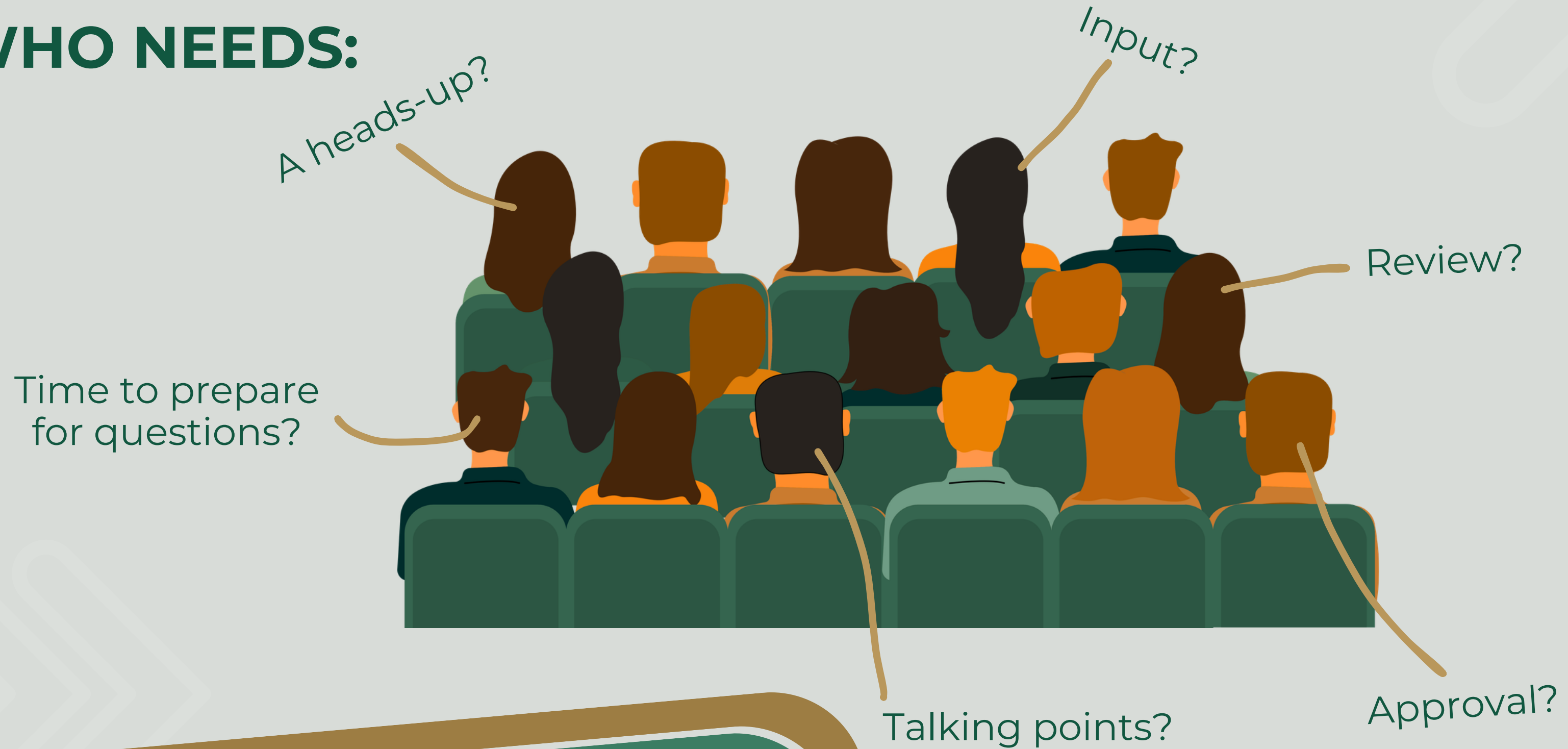
INFORMATION/DETAILS

- Where should people go?
- What links are relevant?
- What still needs to be confirmed?



HAVE YOU CHECKED WITH...

WHO NEEDS:



PART 4:
SHARED EXAMPLE



***STUDENT LIFE NEIGHBORHOOD
BLOCK PARTY***

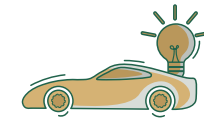
NEIGHBORHOOD
**BLOCK
PARTY**
2026

BLOCK PARTY BASIC PLAN



GOAL

Encourage students to attend the Student Life Neighborhood Block Party on Aug. 27 and explore offices, programs and resources in the Student Life Neighborhood.



PRIMARY AUDIENCE

Current W&M students, especially new students and returning students who may not know the full range of Student Affairs resources.



OTHER AUDIENCES

Participating offices, student-facing campus partners, social media/newsletter managers, building contacts, volunteers.

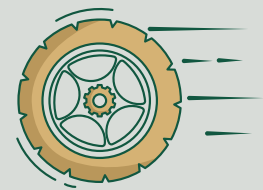


KEY MESSAGE

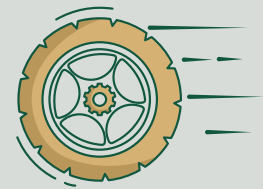
Visit offices, complete activities and earn raffle tickets while discovering resources that can support your belonging, wellbeing, involvement and success at W&M.



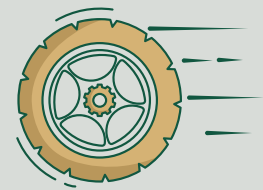
POSSIBLE DELIVERABLES



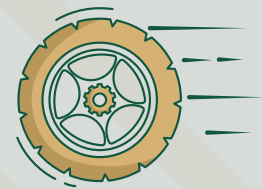
W&M Event Listing



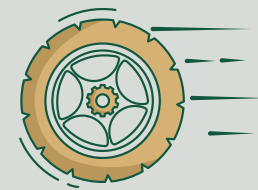
Student Happenings
Submission



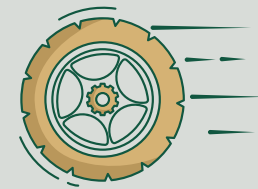
Cross-Promotion Toolkit



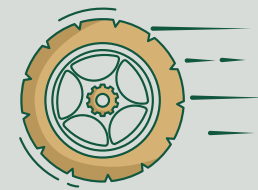
Across the Divisions
Submission



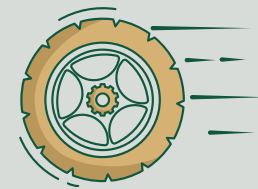
SVP Welcome Back Email



Day-of Signage



Wayfinding Maps



Staff or Volunteer
Talking Points

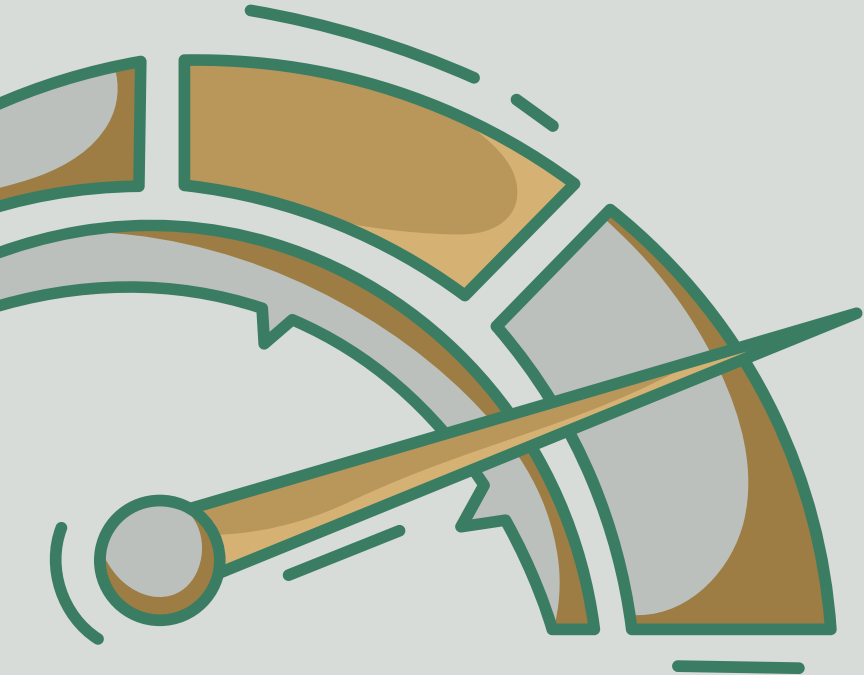
PART 5:
ACTIVITY 1



PIT STOP 1: START YOUR PLAN

Choose one fall priority.

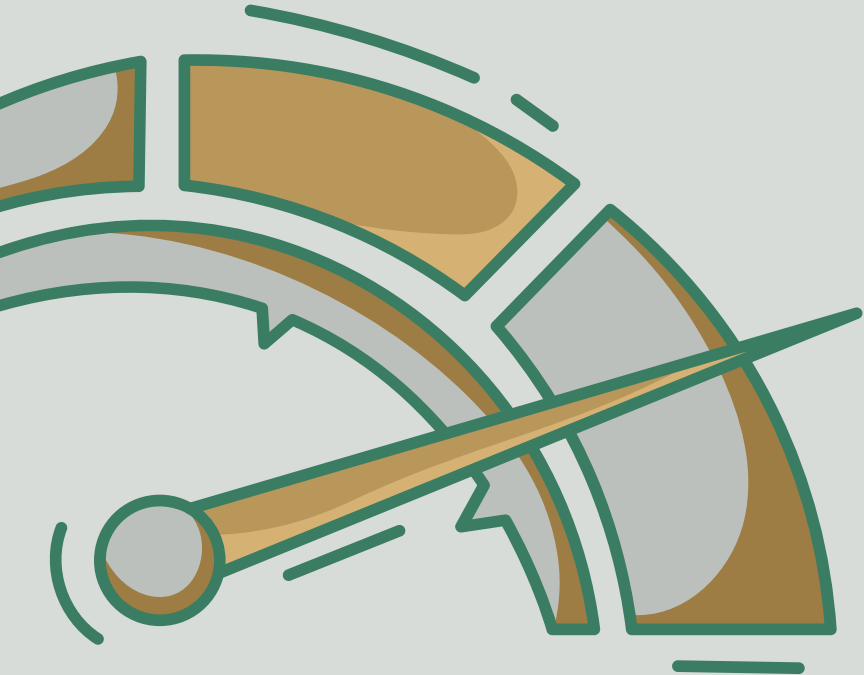
- **Complete the following sections:**
 - Description/Background
 - Communication/Project Leads
 - Goals & Objectives
 - Audience
 - Have you checked with...



WHAT DID THE PLAN REVEAL?

Quick reflection:

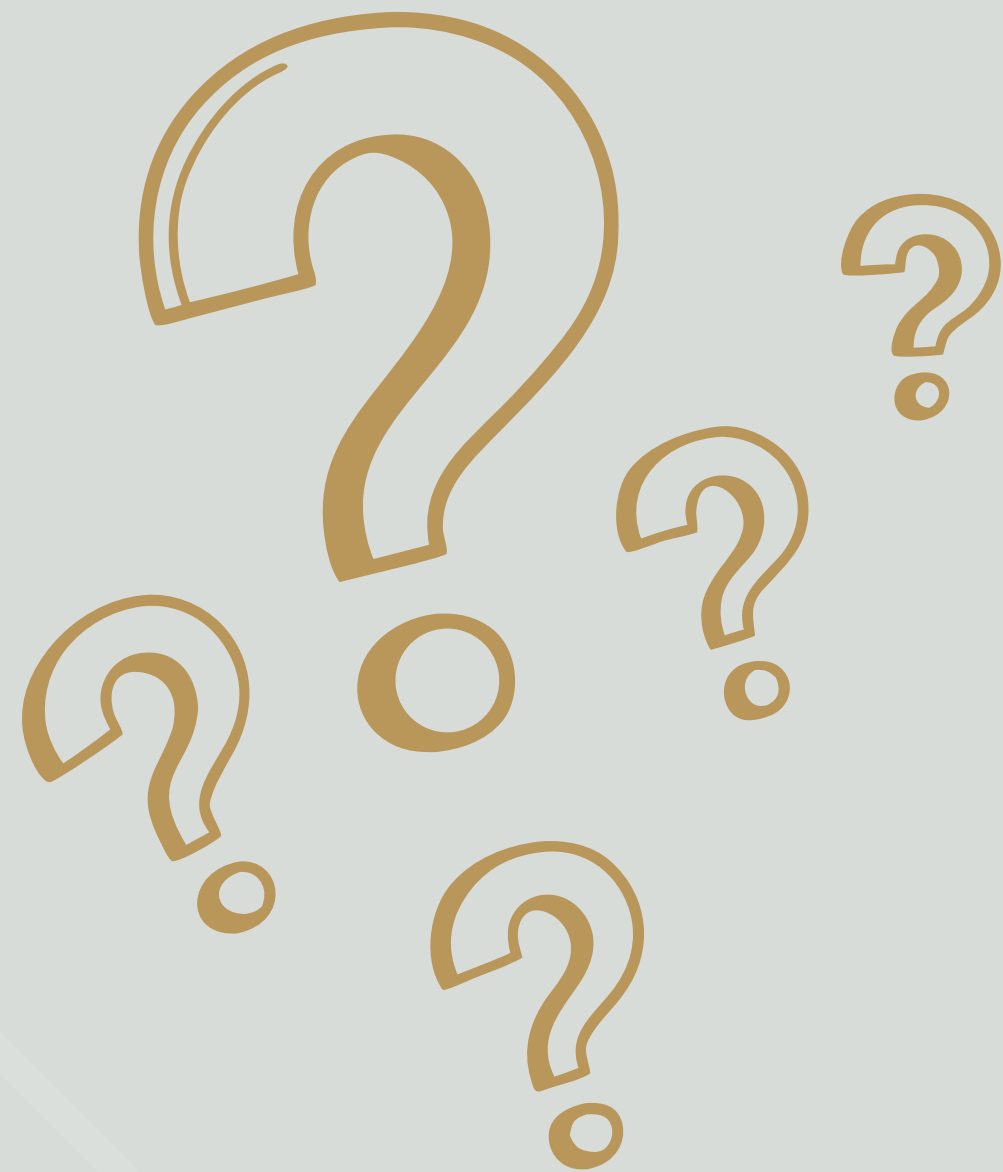
- What was easy to answer?
- What felt unclear?
- What do you still need to confirm?
- Who else needs to be involved?



PART 6:
THE TICK TOCK



THE TICK TOCK



The Tick Tock answers:

- What needs to happen?
- When?
- Who owns it?
- What needs to happen first?
- What depends on something else?

WORKING BACKWARDS

BACK UP FROM THE SEND DATE OR EVENT DATE



Build in time for:

- Drafting
- Confirming details
- Creating links/pages/forms
- Review or approval
- Graphics or signage
- Partner preparation

BLOCK PARTY TICK TOCK

SAMPLE ROWS

Confirm offices, locations and activities

Confirm included spaces

Create event listing or shared event information

Draft promotional language for newsletters

Create graphics, signage & wayfinding

Draft comms toolkit for participating offices

Submit to student happenings

Reserve poster space

Request tabling space



PART 7:
ACTIVITY 2

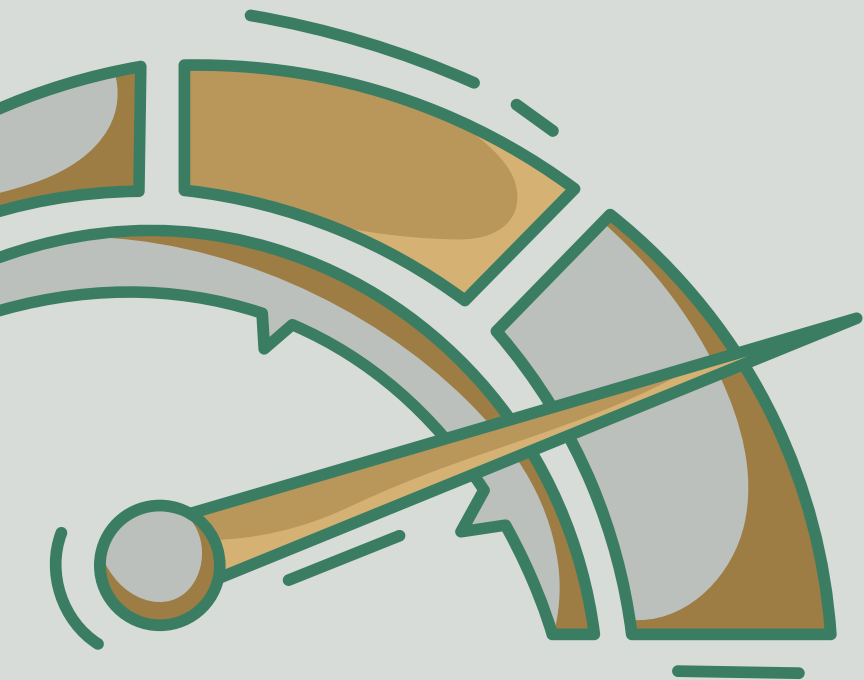


PIT STOP 2: BUILD YOUR FIRST TICK TOCK ROWS

Add 3-5 rows including:

- One pre-communication task
- One communication deliverable
- One partner/internal step
- One owner for each task

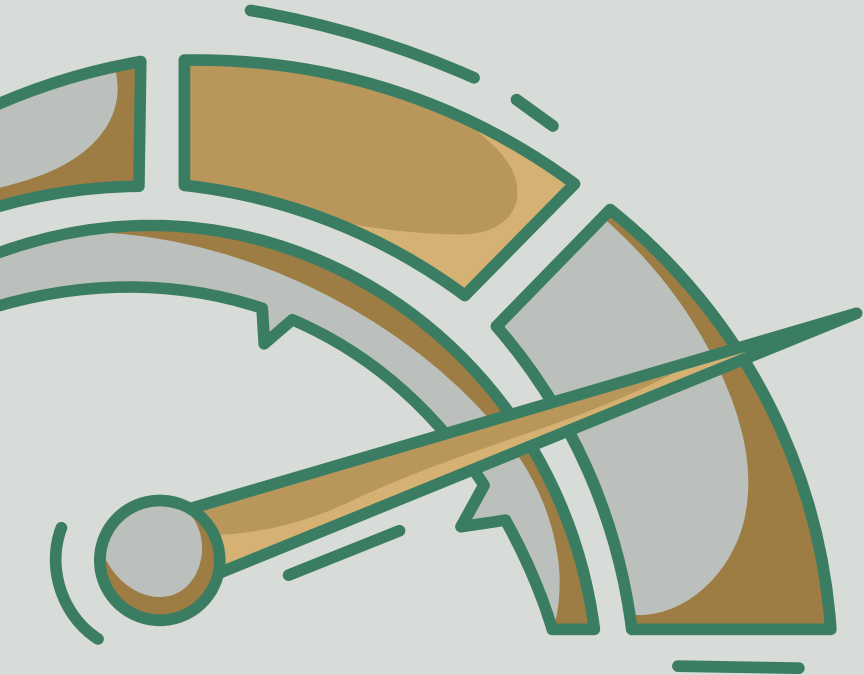
Example: Submit to Student Happenings. Due August 14. Owner: Heather



CHECK FOR GAPS

Review:

- Does every task have an owner?
- What depends on something else?
- What needs review or approval?
- What needs to happen earlier?
- What can be saved for next time?



PART 8:
CLOSE



USE THE PARTS YOU NEED

Use what serves the work:

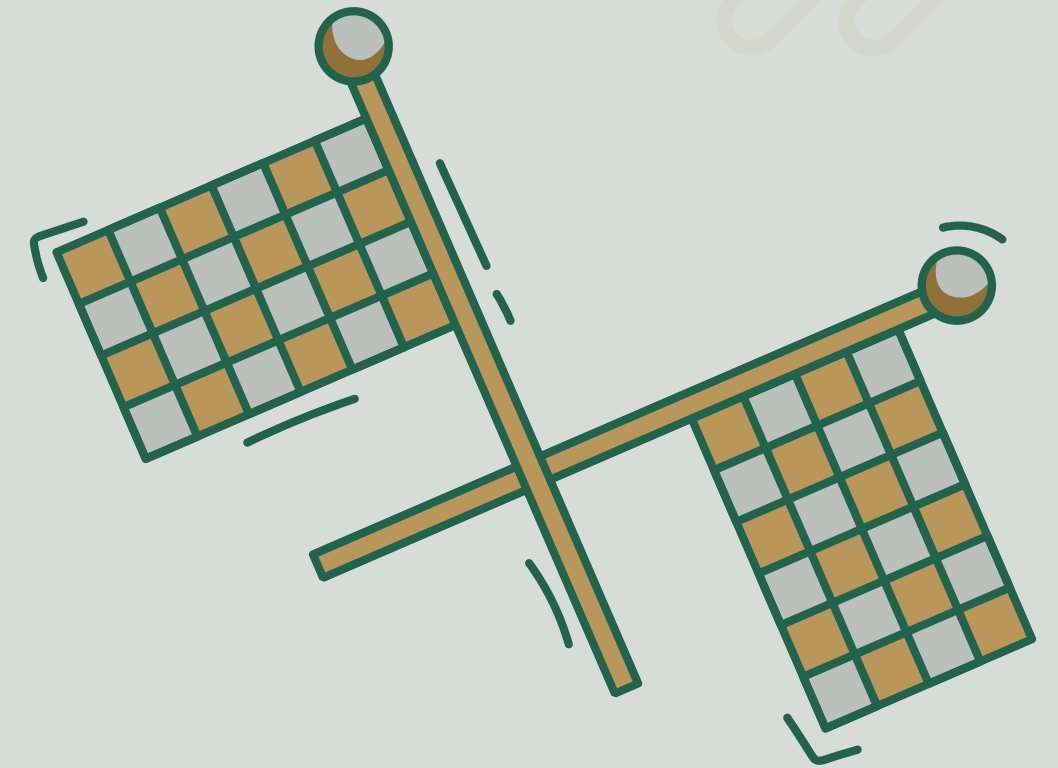
- Basic plan
- Tick Tock
- Contacts
- Assets
- Talking points
- Metrics
- Executive brief
- RACI

YOUR TUNE-UP BEFORE SESSION 3

Before Session 3, continue building your plan.

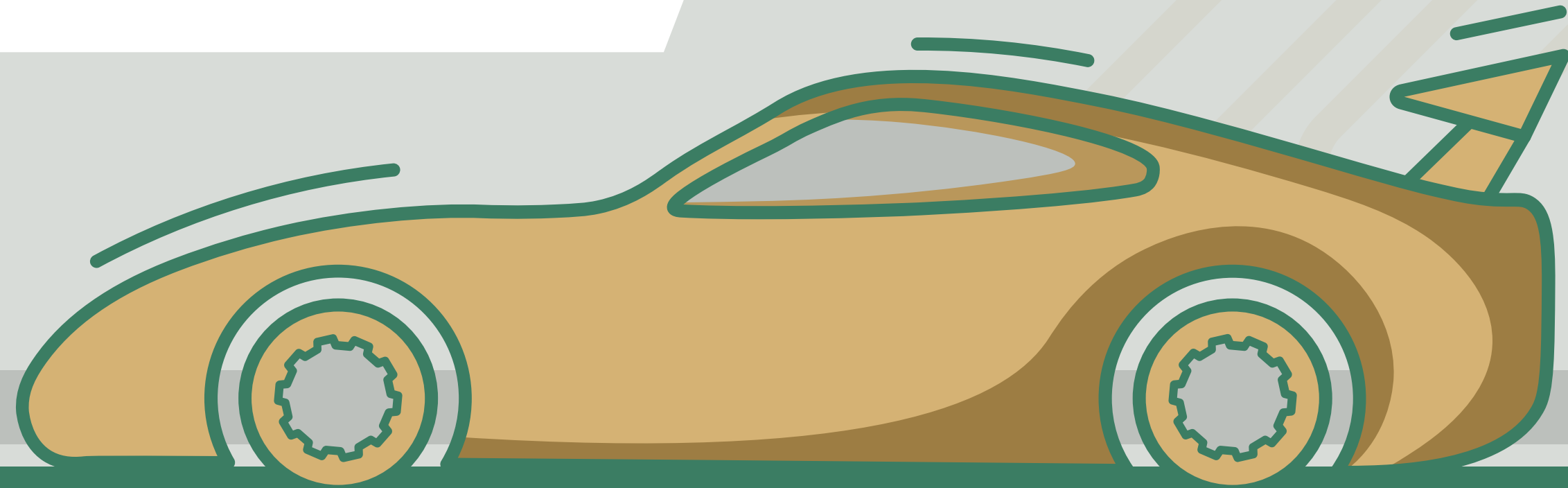
Add:

- Goal and audience
- Key message
- Main deliverables
- At least 5 Tick Tock items with timing and owners
- Gaps, approvals, assets or partner input still needed



Bring a working draft to Session 3.

CLOSING TAKEAWAYS



- START BEFORE THINGS FEEL URGENT
- USE THE PLAN AS A THINKING TOOL
- LET THE PLAN MATCH THE WORK
- BUILD THE TICK TOCK
- SAVE LANGUAGE, LINKS, ASSETS & LESSONS