

# Community and Engagement Plan

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**Purpose:** This template is designed to help develop a strategic plan for communication and engagement with diverse stakeholder groups.

**Instructions:** Developing an effective communication and engagement plan not only involves communicating information to stakeholders, but it also includes finding meaningful ways to engage them. Engagement allows people to interact with information and, potentially, provide input. It also creates interest and a sense of ownership. Opportunities for engagement should be planned strategically at appropriate times for appropriate audiences.

Use this template to facilitate and document a discussion to build a communication and engagement plan. Consider the following questions:

- Who needs to know? Consider different stakeholder groups.- Faculty, advisors, students, BOT (Campus community)
- What do they need to know? Tailor the information to the audience. – How each program specifically aligns to a degree plan and why that NMP is the best option for each specific degree plan.
- When do they need to know it? – Faculty August '17, Advisors August '17, Students SP '18, BOT May '18
- How do they get information? Are there existing venues or platforms (e.g., events, newsletters, blogs) that reach the target audience(s)? – NSO, flyers, social media, TV's, website, news letters, department meetings, emails, SSLC, ILC
- How can people engage with the information? – Town Hall meetings, department meetings, brown bag luncheons

**Period for this plan: Implemenation of new NMP by Fall 2018**\_\_\_\_\_

**Instructions:**

1. Identify 1-3 communications goals for this period. Record these goals in the tables starting on page 2.
2. Complete the table for each goal to create a plan.
3. When you have completed your plans for each goal, add the action steps to your 2-Month Timeline.

<b>Goal 1</b>	Align each program with a specific NMP.			
<b>Audience</b>	<b>Activity or Product</b>	<b>Delivery Method &amp; Frequency</b>	<b>Who's Responsible</b>	<b>Deadline</b>
Department chairs, Coordinators, Deans, Faculty	Create flow chart that aligns each Meta-Major and programs within that Meta-Major with a specific Math Pathway.	Department meetings. Each semester	Dr. Sewell, Leslie	December 2017

<b>Goal 2</b>	Advising to better communicate NMP to our students.			
<b>Audience</b>	<b>Activity or Product</b>	<b>Delivery Method &amp; Frequency</b>	<b>Who's Responsible</b>	<b>Deadline</b>
Advising	Create an advising blueprint	All Advisor meeting. Each semester	Dr. Sewell, Leslie, Kristen	December 2017

<b>Goal 3</b>	Incorporate NMP into new Strategic Plan and establish articulation agreements with four-year institutions in Texas.			
<b>Audience</b>	<b>Activity or Product</b>	<b>Delivery Method &amp; Frequency</b>	<b>Who's Responsible</b>	<b>Deadline</b>
Cabinet, Leadership team	Include NMP in strategic planning process	Meetings. Each school year	Leadership team	August 2018
Partner institutions, campus community	Create articulation agreements with 4-year partner institutions.	Meetings. Each school year	Dr. Templer, Dr. Sewell, Leslie	August 2018