

**October 18, 2013**

**Marshall 20/20 INTERNAL COMMUNICATIONS PLAN - DRAFT**

This plan suggests ways to share information about Marshall's strategic budgeting and planning process. This is part of an action plan formed during a budget retreat in Huntington on Oct. 11, 2013.

The consensus among this group is that communications are key to the success of the planning, and that we must maintain the productive dialogue that began on Oct. 11.

While the chief of staff and office of University Communications (Unicomm) will primarily be responsible for sharing the content, effective continued communications will require interaction from all campus community members on the website and with faculty, staff and students on the internal listserv.

Continued in-person meetings are imperative, down to the department level. The information must be shared among all members of the initial planning group, as well as their constituents and the university community at large. It is imperative that all of Marshall's campuses, faculty, staff and students understand that this is a two-way dialogue and that we are creating vehicles for interaction.

Those vehicles will include:

- Shared talking points among all members of the planning group, the Board of Governors and deans and department chairs
- Additional forums from small groups to the entire campus community and public "town hall" settings
- Website with discussion list and companion listserv
- Regular updates in the employee newsletter, "We Are . . . Marshall Today."
- Brief article in an upcoming edition of Marshall Magazine
- Initial email from the president about the Marshall 20/20 plan and regular updates via email to alumni
- Op/ed column from President Kopp or a designated member of the planning team in the Herald-Dispatch and Charleston newspapers

First Steps - October 2013

- Share talking points with all participants from the Oct. 11 session
  - Deadline: Oct. 14, 2013
  - ~~Completed: Oct. 14-15~~
- Article in the employee newsletter summarizing the Oct. 11 session
  - ~~Completed Oct. 16~~

- Create internal listserv for information sharing
  - Deadline: Oct. 18, 2013
  - ~~Completed Oct. 15~~
- Create website for document repository and group interaction
  - Deadline: Oct. 25, 2013
  - ~~Site established: Oct. 18~~
    - [www.marshall.edu/2020/](http://www.marshall.edu/2020/)
  - Population of current documents and updates, development and maintenance are ongoing
- Create recognizable name and logo for strategic planning effort
  - Deadline: Oct. 31, 2013
  - ~~Completed: Oct. 18~~
  - Strategic planning called “Marshall 20/20”
  - Logo is attached

#### Short Term – November 2013

- Promote public legislative/higher ed forums to campus and external audiences
  - Nov. 4-7 in Huntington, South Charleston and Point Pleasant
- Board of Governors Retreat Nov. 15 - 16 2013
  - Follow up discussion from Oct. 11 planning session
  - Discuss next steps
  - Follow with communication to broader group the week of Nov. 18
  - Use internal newsletter, website, and campus screens
  - Use external news releases, social media and newspaper column
- Regular updates on status of other tasks, deadlines and priorities detailed in the talking points. These updates will be posted to the Marshall 20/20 website and shared on the discussion listserv.
- Internal fact sheet on our strategic planning
- Consider external facilitators for smaller group meetings following BOG retreat
- Update on the market research study now under way
  - Internal newsletter
  - Presentation to campus constituent groups by market research firm

#### Long Term – December and 2014

- Catch-up meeting among entire planning group before holiday break

- Refresher forum with specific updates and future plans at beginning of spring semester
- Evaluate additional communication needs
  - External communications vehicles with lawmakers and media