

Unity 2025 Strategic Plan Internal Communication Plan Proposal

V. 2 - Submitted to Senior Staff— July 13, 2018; Amended by Friendly Amendment and Adopted, July 16; Prepared by CoS Zavodny

DRAFT MOTION: Senior Staff endorses the Unity 2025 Strategic Plan Internal Communication Plan proposal including the attached Internal Communication Schedule as an outline of possible meeting, media product, and memo communication interventions.

BACKGROUND: Key to the success of Building a Beacon was its transparent and inclusive development and communication plan. College-wide feedback sessions, careful documentation of progress and process, and a precise and clearly communicated calendar of strategic plan process provided a strong foundation for ongoing success. As Unity College prepares for a new strategic planning process, a clear and thorough internal communication schedule is necessary. The following internal communication plan should be distinguished from any strategic plan development plan itself. This plan pertains only to communication opportunities and interventions.

COMMUNICATION PLAN: In order to provide clear and ongoing communication regarding progress toward a new strategic plan, Unity College will:

1. Adopt and maintain an **internal communication schedule**. Dates and schedule are approximations and subject to change.
2. Create and maintain an **online platform** for the process and products association with the strategic planning process that can be maintained throughout the strategic plan development and implementation repository for ongoing progress, process, and product documentation, publication, and archiving.
3. Create precise and engaging **documentation of the strategic plan development process** through memos, reports, video, and other records of process and results.

RESPONSIBILITIES: It is the responsibility of the Unity College President to work with the Board of Trustees to develop and establish any strategic plan for Unity College. The president may enlist Senior Staff for feedback and provide opportunities for Senior Staff to endorse any element of the strategic planning process. The president will assign management responsibilities for all elements of the internal communication schedule, online platform, and documentation of the strategic plan development process.

Appendix A: Strategic Planning Internal Communication Schedule

Strategic Planning Internal Communication Schedule					
Date	Intervention	Type	Audience	Goal	Content
5/1/2018	PREPARATION PERIOD			Draft guidelines, process, and starting points	
6/12/2018	Summer Leadership Retreat	Meeting	UC Leadership	Ideate framework, plan, and approach	Engage framework, goals, strategy screen, decision matrix
8/11/2018	Board Meeting	Meeting	Board	Establish guidelines, process, and starting points	Framework; goals; strategy screen; decision matrix
8/13/2018	DEVELOPMENT PERIOD			Share process and givens; ideate and get feedback	
8/21/2018	Professional Development 1	Meeting	Employees	Introduce vision, framework, givens, goals, and approach	Overview of board action and plan for year; feedback as possible
9/1/2018	Professional Development 1 Video & Resource Archive	Documentation	Public	Document and archive content, process, & results	Proceedings
9/1/2018	Unit Meetings 1	Meeting	Employees	Share current point in process, new products, and givens; get feedback	Results so far; Q&A; next steps
9/3/2018	Results Memo of Professional Development 1	Memo	Public	Follow up summarizing progress, results, and next steps for meeting series	
10/1/2018	Results Memo of Comm, Works, & Unit Meetings 1	Memo	Public	Follow up summarizing progress, results, and next steps for meeting series	
10/2/2018	Unity Works 1	Meeting	Employees	Share current point in process, new products, and givens; get feedback	
10/12/2018	Board Meeting	Meeting	Board	Establish guidelines, process, and starting points	Framework; goals; strategy screen; decision matrix
10/23/2018	Community Meeting 1 (+ Livestream)	Meeting	All Students	Share current point in process, new products, and givens; get feedback	
11/5/2018	Unit Meetings 2	Meeting	Employees	Share current point in process, new products, and givens; get feedback	Results so far; Q&A; next steps
11/5/2018	Results Memo of Comm, Works, & Unit Meetings 2	Memo	Public	Follow up summarizing progress, results, and next steps for meeting series	

11/6/2018	Unity Works 2	Meeting	Employees	Share current point in process, new products, and givens; get feedback	
12/4/2018	Community Meeting 2	Meeting	Students; employees	Share current point in process, new products, and givens; get feedback	
1/1/2019	REFINEMENT PERIOD				
1/16/2019	Professional Development 2	Meeting	Employees	Share current point in process, new products, and givens; get feedback	
2/1/2019	Professional Development 2 Video & Resource Archive	Documentation	Public	Document and archive content, process, & results	Proceedings
2/4/2019	Unit Meetings 3	Meeting	Faculty	Share current point in process, new products, and givens; get feedback	Results so far; Q&A; next steps
2/19/2019	Unity Works 3	Meeting	Employees	Share current point in process, new products, and givens; get feedback	
2/22/2019	Board Meeting	Meeting	Board	Establish guidelines, process, and starting points	Framework; goals; strategy screen; decision matrix
2/26/2019	Community Meeting 3	Meeting	Students; employees	Share current point in process, new products, and givens; get feedback	
3/4/2019	Results Memo of Comm, Works, & Unit Meetings 3	Memo	Public	Follow up summarizing progress, results, and next steps for meeting series	
4/1/2019	Unit Meetings 4	Meeting	Employees	Share current point in process, new products, and givens; get feedback	Results so far; Q&A; next steps
4/2/2019	Unity Works 4	Meeting	Employees	Share current point in process, new products, and givens; get feedback	
4/8/2019	Results Memo of Comm, Works, & Unit Meetings 4	Memo	Public	Follow up summarizing progress, results, and next steps for meeting series	
4/22/2019	Community Meeting 4	Meeting	Students; employees	Share current point in process, new products, and givens; get feedback	
5/1/2019	COMMITMENT PERIOD				
5/10/2019	Board Meeting	Meeting	Board	Establish guidelines, process, and starting points	Framework; goals; strategy screen; decision matrix

5/13/2019	Results Memo of Board Meeting	Memo	Public	Report results; share next steps	
5/15/2019	Professional Development 3	Meeting	Employees	Share current point in process, new products, and givens; get feedback	
5/29/2019	Professional Development 3 Video & Resource Archive	Documentation	Public	Document and archive content, process, & results	Proceedings