

Stanislaus State Student Communications Plan

Purpose

This purpose of this communication plan is to support the University Strategic Goals 3 and 5:

Goal 3: Boldly pursue innovation and creativity. Objective D: Improve information technology annually.

- Harness the power of social, mobile, and video technologies to enhance university functions

Goal 5: Forge and strengthen bonds with our communities rooted in a shared future. Objective B: Advance the University through our increased connections to the region.

- Establish and develop more avenues for delivering insightful and consistent messages on University initiatives and successes.

Audience

Current students

Communication Goals and Objectives

- Engage students into the life of the University
 - Enhance communications with students and effectively communicate Stan State news, messages, events, activities and pertinent information.
- Build awareness
 - Increase the knowledge of Stan State programs, activities, events and resources.
 - Increase student awareness of Stan State's brand and value-added.
- Evaluate, Update and Innovate Communications Assets and Processes
 - Understand and define opportunities to improve and enhance communications and communication processes.

Tactics

The following outlines the tactics that will guide our student communication efforts. We retain the right to revise and eliminate tactics based on ever-changing communication needs and the evolving communications landscape.

Goal 1: Engage students into the life of the University

Objective 1: Enhance Communications with students and effectively communicate Stan State news, events, activities and pertinent information.

Tactics	Priority	Due Date	Metrics
Survey students on communication preferences and information of interest.	High	February 2018	Completion
Inventory current student communications, social media sites and establish a plan-of-action for consistent messaging.	High	Fall 2017	Completion
Conduct focus groups with students on initial survey findings	High	2018-2019	Completion

Objective 2: Increase student awareness of Stan State’s brand and value-added.

Tactics	Priority	Due Date	Metrics
Improve content shared with students	High	2018-2019	Completion
Create more visually appealing infographic representation & engaging content on web and social media	High	2018-2019	Google Analytics for websites and Hootsuite analytics for social media
Develop one page fact-sheet about Stan State	High	2017-2018	Completion
Development message points to ensure that all are sharing the same messaging.	High/Medium	Ongoing	Adoption of messaging points by Communications Advisory committee and campus stakeholders.

Goal 2: Build awareness

Objective 1: Increase the knowledge of Stan State programs, activities, events, pertinent dates, information and resources.

Tactics	Priority	Due Date	Metrics
Weekly newsletter - Warrior Weekly	High	Fall 2017	User Feedback and Email analytics,

			including open-rate and click through rate, content traffic
Create Weekly Video Roundup of events	Medium	Spring 2018	Hootsuite analytics/YouTube analytics
Single sign-on portal Communications	High	Fall 2018	Completion Google Analytics
Create Student-led Safety Podcast	Medium/Low	Fall 2018	Completion Google Analytics
Post a student profile on Single Sign-in Portal for students; along with social media news feed weekly.	Medium/Low	2018-2019	Completion Google Analytics
Feature a student story, faculty, story and alumni weekly on web slider	Medium	Ongoing	Google Analytics

Goal 3: Evaluate, Update and Innovate Communications Assets and Processes

Understand and define opportunities to improve and enhance communications and information sharing processes.

Objective 1: Evaluate, update and innovate communications assets and processes, and bring them into alignment with the Stan State brand.

Tactics	Priority	Due Date	Metrics
Bring news web pages and events calendar into alignment with the refreshed Stan State brand.	High	2018-19	Google analytics, Stan State brand standards
Develop a process for distributing internal information and messages.	High	2018-2019	Successful implementation of the Cerkl contract, Single Sign-on Portal implementation, and launch of social media campus workgroup.
Evaluate current communications and make changes as necessary, ensure aligned with brand.	Medium	2019-2020	Successful completion, Track audience engagement via Instagram, Twitter, Facebook metrics, Google analytics

Weigh pros/cons and costs of securing a service provider to aggregate internal news communication for students verses building system internally	Medium	2017-2018	Completion
Establish criteria and protocol for submitting stories to be shared	Medium	Ongoing	Completion
Consider the use of campus digital signage to complement portal and overall communication efforts.	Medium	Ongoing	