Communications Plan and Community Engagement

UTRGV

Communications Plan

- Internal Stakeholders
  - Handout: What You Should Know About the Strategic Plan
  - Should serve as a guide when addressing internal stakeholders
  - Encourage input/feedback at website and/or email
    - Website allows for anonymous feedback; obviously, email does not

- External Stakeholders
  - Educational partners/leaders
  - Business partners/leaders
  - Elected officials and civic leaders
  - Non-profits
  - Interested citizens (i.e. potential students and their families)
  - Are we missing anyone?

- Information sheet
  - Who the strategic plan will affect
  - What the strategic plan hopes to achieve
  - When the strategic plan will be completed and implemented
  - Where/how stakeholders can obtain more information
  - Where/how they can provide feedback and input
  - Where/how they can learn about the use of their feedback/input
  - Why it is important for stakeholders to be engaged
  - Are we missing anything?

- Branding
  - Expands on UTRGV's existing "We Will" campaign. This tagline purposely has no action statement following "We Will", symbolizing that by working together (UTRGV and all its internal and external stakeholders) there is no limit to what we will accomplish.
  - Thoughts on still having Strategic Plan in the name? Other ideas?

- "Together We Will" Ambassadors
  - UTRGV representatives responsible for informing external stakeholders of the strategic planning process and for gathering and reporting back on their input and feedback.
  - Ambassadors will be chosen and assigned based on the stakeholders with whom they engage most often. Each ambassador will use the information sheet and apply the communications method that best satisfies their stakeholders.

- Social Media
  - All UTRGV social media platforms will use digital ads to market "Together We Will" and send visitors to our website with one click
    - Graphics
    - Videos
- Other ideas
  - Provide updates to stakeholders on overall feedback/input and how its going to be used
    - Digital newsletter at the end of engagement period
  - Online survey — How do we want to gather feedback/input?