

Park University

Integrated Communication Plan

2008-2009

Introduction

In an effort to effectively communicate Park University's central messages, mission and vision to its internal and external constituents, the Integrated Communication Plan (ICP) has been developed to serve as a guideline to ensure that communication procedures and messages are *clear, relevant* and *memorable*. The ICP will be evaluated annually and will be adjusted as needed to improve communication effectiveness.

Primary Goals for Integrated Communication Plan

1. To successfully communicate with all constituents about Park University's Mission and Vision and the University's visioning document, *Explorations and Transformations 2012: Access to Excellence*.
2. To develop a communication process that builds shared commitment and pride among students, faculty, staff, trustees, alumni and friends.
3. To create a culture that promotes respect and trust with open, consistent communication.
4. To encourage the Park University Community to actively share accurate information in a timely fashion and through a variety of appropriate announcement channels for an ongoing and interactive communication exchange.

Park University Descriptors & Key Messages

The following are essential messages to provide consistency in pressing Park's Mission and Vision into its various messages:

Park's Vision

Park University will be a renowned international leader in providing innovative educational opportunities for learners within the global society.

Park's Mission

The mission of Park University, an entrepreneurial institution of learning, is to provide access to academic excellence which will prepare learners to think critically, communicate effectively and engage in lifelong learning while serving a global community.

- *Enhance the Image & Identity of Park University*

- *Ensure Academic Excellence*
- *Ensure Excellence in Student Services*
- *Ensure that Park University will function as One University*

Park University Targeted Audience Categories

	<i>Internal & External Constituent Groups Defined</i>					
Stakeholders	Community	Faculty	Staff	Trustees	Executive Staff	Alumni
Customers	Community	Students	Prospective Students	Parents	Alumni	
Influencers	Community Leaders	Students	Volunteers	Alumni	Trustees	Alumni
Resource Providers	Parents	Alumni	Donors & Foundations	Faculty	Staff	Trustees
Note: Constituents Groups may cross into multiple categories						

Message Routing

Based on the complexity and confidentiality of the message to be shared, pre-determined administrative communication lines will assist in the accuracy of detail and expediency of communication to the appropriate constituency groupings:

Communication Objectives

Publications and other means of communication have two major and primary goals:
 (1) to make the targeted audience “aware” of news, and/or (2) to encourage the targeted audience to “change” to a new policy, procedure, philosophy or idea.

The targeted messages can be shared through informal or formal methods. The formal mode contains content carefully structured for consistency and methodology. The informal method provides less stringent communication structure and is frequently used to tailor messages to gain the attention of a segmented group or an individual.

The below chart outlines the current and proposed communication channels being used and their intended use with the identified audience.

**Communication Objectives
For
Primary Audience
&
Delivery Outcome**

A: Primary Goal is for Awareness C = Primary Goal is for Change		Students	Faculty	Staff	Trustees	Executive Staff
PirateMail	A	X	X			
OPEN	A	X	X			
Park Web	A	X	X	X	X	X
Park Web Calendar	A	X	X	X	X	X
Park Web Portal	AC	X	X	X	X	X
Captain	A	X	X			
<i>Imprint Express</i> –Campus News	A	X	X	X	X	X
<i>E-News</i>	A	X	X	X	X	X
E-Mail- Personalized	C	X	X	X	X	X
E-Mail – Mass	A	X	X	X	X	X
One-On-One Visit	C	X	X	X	X	X
Letter Personalized	C	X	X	X	X	X
Letters/Memos – Mass	A	X	X	X	X	X
Media - News	A	X	X	X	X	X
Media-Advertising	A	X	X	X	X	X
Classroom Messages	A	X	X			
Convocations	A	X	X	X	X	X
Receptions/Forums	A	X	X	X		X
Committee Mtgs.	C	X	X	X	X	X
Departmental Mtgs.	C		X	X		X
Catalog	A	X	X			
Schedules	A	X	X			
CD	A	X	X	X	X	X
<i>Park University Magazine</i>	A		X	X	X	X
<i>Report to Investors</i>	A		X	X	X	X
<i>E&T 2012:ATE- Update</i>	A	X	X	X	X	X
Posters	A	X	X	X	X	X
Faculty Senate	AC		X			
Brochures	A	X	X	X	X	X
Telephone Messages-Mass	A	X	X	X	X	
Telephone-Personal	C	X	X	X	X	X
Telecommunication/Webcast	AC	X	X	X	X	X
Telephone-Messages Personal	A					
<i>The Park Current</i> Community News Online	A	X	X	X	X	X
Student Publications	A	X	X			
Calendars	A	X	X	X	X	X
FAX – Personal	C	X	X	X	X	X
FAX – Mass	A		X	X	X	X

Note: Effective communication should meet branding standards in appearance and language and consistently complement the University's Mission and Vision statements, as well as the visioning document (E&T 2012).

Evaluation Process of Integrated Communication Plan (ICP)

- To clearly identify the intended audience and to understand their expectations & needs, and
- To ensure that messages are “Clear, Relevant and Memorable.”

(1)

Message delivered:

Message Delivered must be consistent with Park University's Mission, Vision & *Explorations & Transformations: 2012: Access to Excellence*

(2)

Understanding:

Target Audience Identified

- (a) Assess target audience needs
- (b) Assess target audience expectations



Looping Process for Effectiveness



Make ongoing adjustments to ICP to effectively reach Park's intended audience



Plan Readiness: Research, Budget & Implementation

Decision for “**Product**” -- (message to be shared)
Decision for “**Price**” -- (cost to implement the communication tool)
Decision for “**Place**” -- (geographical communication distribution)
Decision for “**Promotion**” -- (methods used to share the news)

Note:

The marketing plan, the media plan and the emergency management plan are coordinated sub-component documents of the ICP.

Communication Cycle



Identification of Priority Actions for Standards of Excellence at Park University

Listed below are the key messages which have been determined as priority by faculty, staff and students and which will serve as the foundation on which all communications materials, themes and messages will reflect:

- The Park University image & message will be consistent to meet all print, broadcast, web and media formats.
- The University will establish ongoing communication with strategic constituents.
- Alumni programs will be instituted based upon a marketing plan.
- Private funding from individuals, corporations, and foundations will be secured in accordance with University priorities.
- Educational programs will benchmark standards for academic excellence.
- The University will provide faculty and staff support to meet benchmarked standards for academic excellence.
- The students will consistently meet program standards for academic excellence.
- The Institute for Global Culture, Economics and Understanding will establish new standards through the integration of educational programs.

- Academic programs will incorporate a global perspective.
- Academic programs offerings will support societal/global needs, student interest, and the University's mission.
- The University community will advance scholarly and creative achievement.
- Student Services will meet benchmarked standards for excellence.
- Student recruitment and retention will be strategic and market driven.
- The Institutional Master Plan will advance the academic, student support and administrative functions of the University.
- *Explorations and Transformations 2012: Access to Excellence* will serve as a guide for University decisions.
- The University will meet the assessment standards set by the North Central Association of Colleges and Schools.
- The technology plan will advance the academic and administrative functions of the University.
- University-wide communication will be advanced by comprehensive technology.
- Human Resources will meet industry standards for services to all campus centers.

Annual Measurement of Effectiveness

Annual research-based evaluations from Park's targeted audiences will be conducted through a variety of instruments including, questionnaires, web based surveys, focus groups, personal interviews, mail surveys, and/or telephone surveys.

These tools will be used to provide qualitative and quantitative analysis to determine the overall effectiveness of Park University communication efforts as well as to determine the overall effectiveness of the intended content and the delivery method.

These formative evaluations will improve the efficiency and effectiveness of communications at Park University.