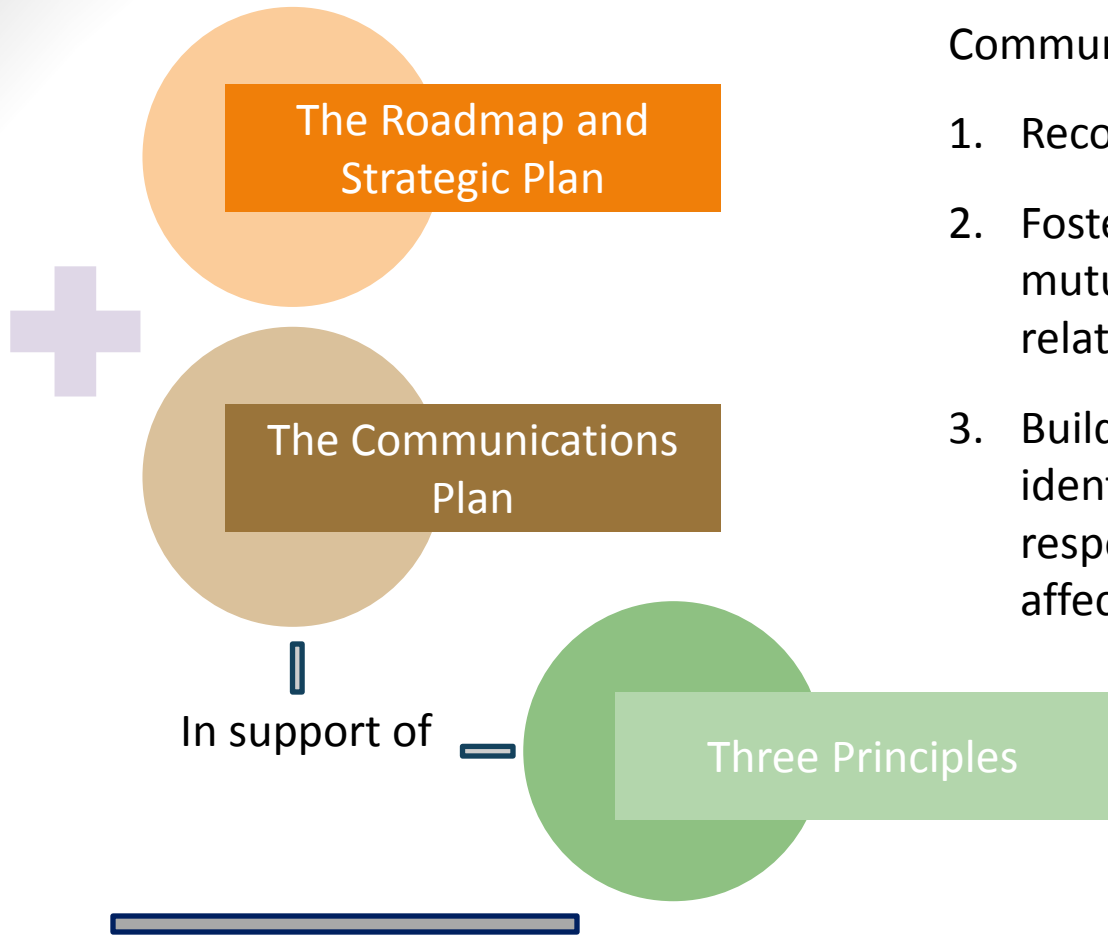


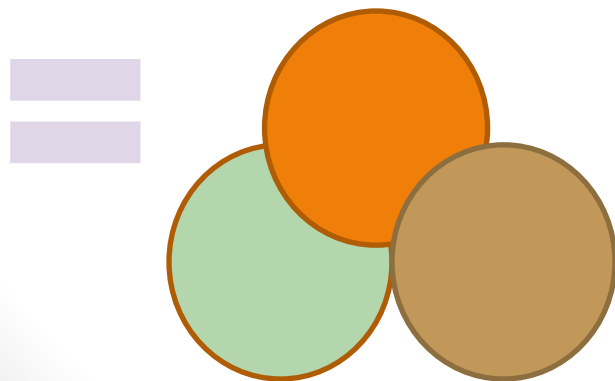
Aaron Wyatt
Communications Director

The Roadmap Communications Plan



Communications Plan Principles:

1. Recognizes interdependence
2. Fosters and maintains mutually beneficial relationships
3. Builds a system to anticipate, identify, evaluate, and respond to issues that may affect those relationships



Key Publics

Key Publics (Not Just Colleges!)

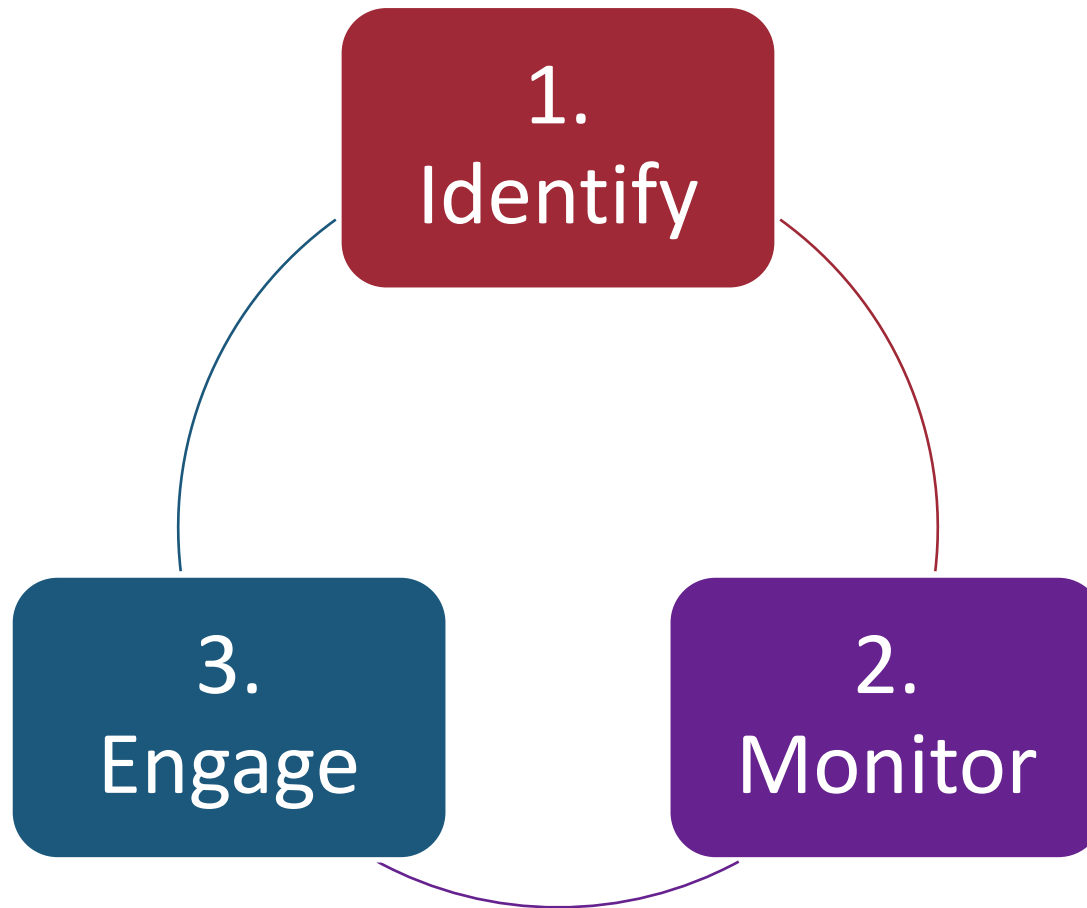
1. Crucial for Success
2. Those who need to be involved, need to know, will be affected, should know



Example Key Publics



Publics - Engagement



Publics - Outreach

Examples

1 Create Roadmap Materials

Powerpoints, Infographics, Social Media Content

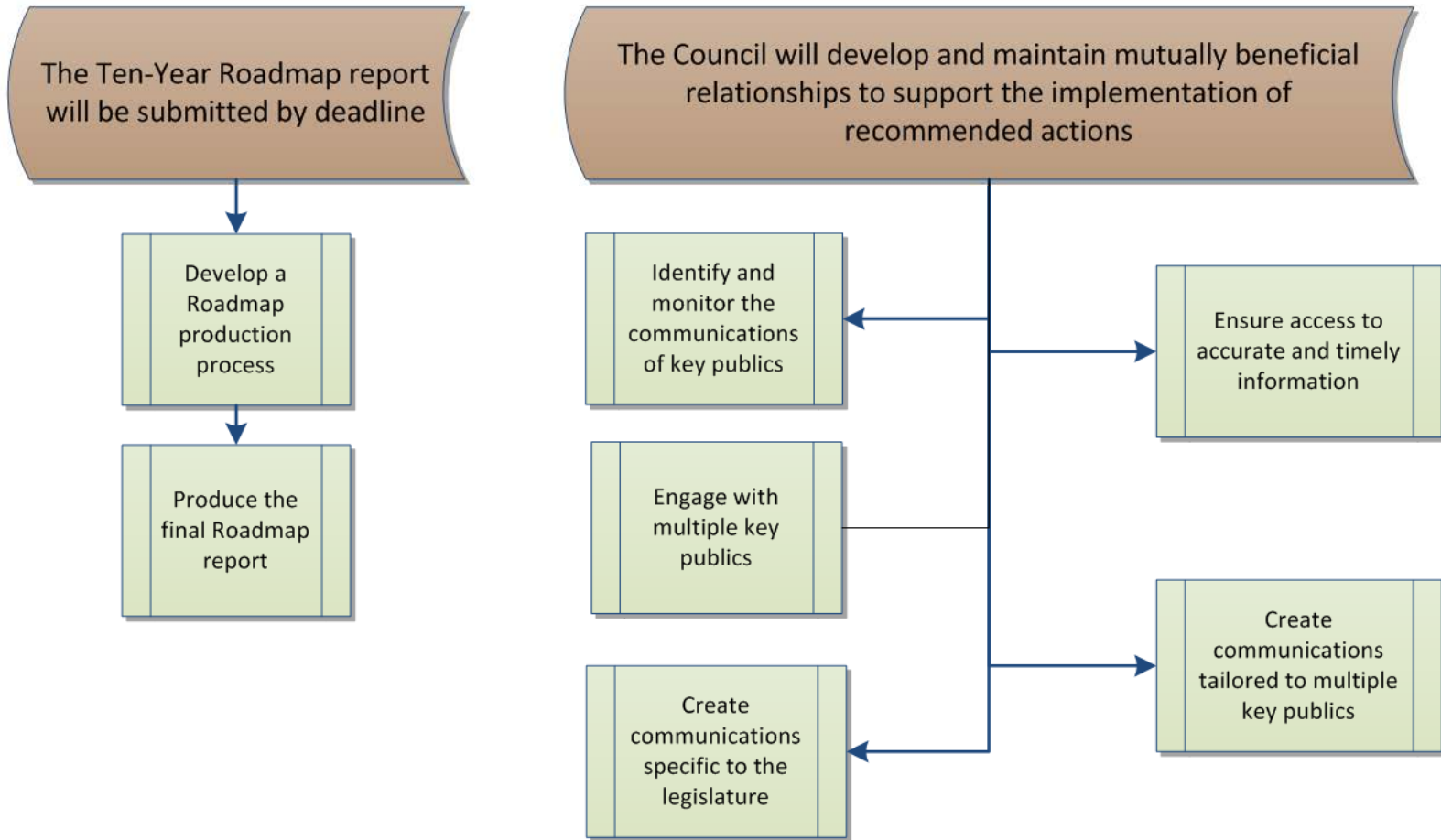
2 Tailor Message to Key Publics

One-page infographic on recommended action for Legislature

3 Conduct Outreach

External meeting attendance, social media engagement, press advisories and op-eds.

Roadmap Communications – Objectives and Strategies



Roadmap Communications – Timeline

	2013			
Strategies	July	August	September	October
Develop a Roadmap production process		Develop Roadmap outline Identify printing options		Selection of final printing contract
Produce and deliver the final Roadmap report	Finalize background sections for the final Roadmap report	Create Roadmap template for final report Identify pictures for final report	Finalize background sections for final Roadmap report Finalize Action recommendations for Roadmap report Identify charts and graphs for final report	Finalize executive summary and introductions to remaining sections Identify data/charts needed for final report Migrate content into template
Identify and monitor the communications of key publics	Develop and maintain stakeholder database and calendar		Develop and maintain media analysis database (Evernote)	

For a plan copy or questions

Contact:

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