

FLORIDA ATLANTIC UNIVERSITY

Strategic Plan 2006-2013

Goal 7 Progress Report - Summary (revised 9/4/09)

UNIVERSITY COMMUNICATIONS & MARKETING

GOAL 7: INCREASING THE UNIVERSITY'S VISIBILITY

Florida Atlantic University will increase its visibility and strengthen its image locally, regionally, nationally and internationally by expanding its modes of communicating with internal and external audiences.

Objective 1: Showcase University accomplishments internally to faculty, staff and students.

Strategy	Campus	Outcome	Original Target Date	Accountable Individual	Resources Required	Status
1-1. Create an integrated internal communications plan that maximizes the resources of the University's Communications Office.	All	The integrated internal communications plan will be completed by June 30, 2006.	June 30, 2006	Sr. V.P. University Communications & Marketing and staff	No additional cost	Completed Evaluated annually
1-2. Identify the communications tools that best facilitate delivery of University messages to faculty, staff and students.		The best internal communications methods will be identified after appropriate research. Periodic surveys will indicate positive changes in perception by internal constituents.	April 2006	Sr. V.P. University Communications & Marketing and staff	No additional cost	Completed Evaluated annually

Objective 2: Showcase University accomplishments externally to local, regional, national and international audiences.

Strategy	Campus	Outcome	Original Target Date	Accountable Individual	Resources Required	Status
2-1. A) Identify key target audiences (e.g., donors, future students, community leaders) and B) the most effective means to reach them.	All	Key target audiences and the most effective means of communicating with them will be identified by June 30, 2006.	June 30, 2006	Sr. V.P. University Communications & Marketing and staff	No additional cost	A) Complete B) Evaluated annually
2-2. Create an integrated external communications plan that takes into account the most important audiences and most effective means of communication and maximizes the resources of the University Communications Office.		The integrated external communications plan will be completed by June 30, 2006.	June 30, 2006	Sr. V.P. University Communications & Marketing and staff	No additional cost	Complete
2-3. Increase the print, radio and TV space and web presence* devoted to positive information about the University.		Periodic surveys will indicate positive changes in perception by external constituents.	2006-07	Sr. V.P. University Communications & Marketing and staff	Annual Costs: increase print presence by 25% - \$60,000 increase radio presence by 25% - \$10,000 increase TV presence by 100% - \$60,000 increase web presence by 50% - \$10,000 No additional cost for Media Relations activities	Funding not available Marketing has increased web presence through social networking sites search engine marketing and other campaigns using existing resources. Media relations efforts are ongoing
2-4. Hire two additional staff members to increase outreach to the media.		Periodic surveys will indicate positive changes in perception by external constituents.	2006-07		\$120,000 (salaries and benefits)	Funding not available

Objective 3: Communicate the University’s identity and messages to the public with one consistent voice.

Strategy	Campus	Outcome	Original Target Date	Accountable Individual	Resources Required	Status
3-1. Establish policies and procedures regarding the use of FAU's brand and image and develop a checklist to assist units in adhering to new standards.	All	All University print and web materials will conform to the new visual standards by June 30, 2006.	June 30, 2006	Sr. V.P. University Communications & Marketing and staff	Two additional designers - \$120,000 (salaries & benefits)	Partially complete Ongoing maintenance required. NOTE: While funding for additional designers has not been made available, the Visual Comm. department was integrated into University Comm. & Marketing (YEAR) in an effort to maximize the use of existing designers.
3-2. Conduct market research to help develop the University message and guide communications activities.		Recommendations will be made for strengthening the University message by the 2006-07 academic year.	2006-07	Sr. V.P. University Communications & Marketing and staff	\$100,000	Funding not available

<p>3-3. Develop a general University message that will be used as the theme for University communication campaigns.</p>		<p>Publications/promotional pieces produced by the individual colleges, campuses and divisions shall reflect and be consistent with the general University message by the 2006-07 academic year.</p>	<p>2006-07</p>	<p>Sr. V.P. University Communications & Marketing and staff</p>	<p>Ad copy writer - \$60,000 (salary & benefits)</p>	<p>Message development dependent on objective 3.2.</p> <p>It was determined that a universal tagline for all of FAU would be ineffective due to the diverse nature of the colleges and campuses. Instead we are focusing on themes and campaigns specific to each unit that compliment the overall FAU brand.</p> <p>Ad copy writer not funded</p>
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Objective 4: Develop the infrastructure necessary to maintain and expand the University’s communications resources.

Strategy	Campus	Outcome	Original Target Date	Accountable Individual	Resources Required	Status
4-1. Conduct yearly budgetary, technology and infrastructure inventories of communications resources.	All	Potential areas of weakness will be identified and recommendations made to enable the University to achieve state-of-the-art communications technology and infrastructure capability.	Annual	Sr. V.P. University Communications & Marketing and staff	TBD	Occurs each year
4-2. Designate a central communications liaison for each college and key University unit.		Communications liaisons will be designated or hired by the 2006-07 academic year.	2006-07	V.P. University Communications & Marketing and staff and respective VPs/deans	Add liaisons for units that do not have this kind of staffing (four positions -- \$250,000 -salaries & benefits)	Partially complete New staff not funded
4-3. Designate a key individual dedicated to the oversight and management of the Content Management Software migration program.		CMS administrator will be hired by the 2006-07 academic year.	2006-07	V.P. University Communications & Marketing and staff	CMS administrator - \$100,000 (salary & benefits)	Funding not available Ongoing management using existing resources.

Objective 5: Develop a crisis communication plan that takes into consideration the unique elements of a distributed campus model and can be applied to a wide variety of emergency scenarios.

Strategy	Campus	Outcome	Original Target Date	Accountable Individual	Resources Required	Status
5-1. Survey local, regional and national peers to compare existing crisis communications plans.	All	Wide-ranging knowledge of effective crisis communication strategies will be obtained by the 2006-07 academic year.	2006-07	Sr. V.P. University Communications & Marketing and staff and relevant EH&S staff	TBD	Occurs annually
5-2. Send key communicators to crisis communications workshops to learn the latest methods in crisis communications.		Workshop attendees will report on lessons learned and how those lessons can help FAU deal with many kinds of emergencies.	2006-07	Sr. V.P. University Communications & Marketing and staff and relevant EH&S staff	\$3,000	Pending budget availability
5-3. Conduct a yearly review/revision of the crisis communications plan and enlist the help of the University's emergency personnel to review the plan and provide feedback.		Communication in crisis situations will improve, as measured by annual surveys of key administrators and staff.	Annual	Sr. V.P. University Communications & Marketing and staff and relevant EH&S staff	No additional cost	Occurs annually