

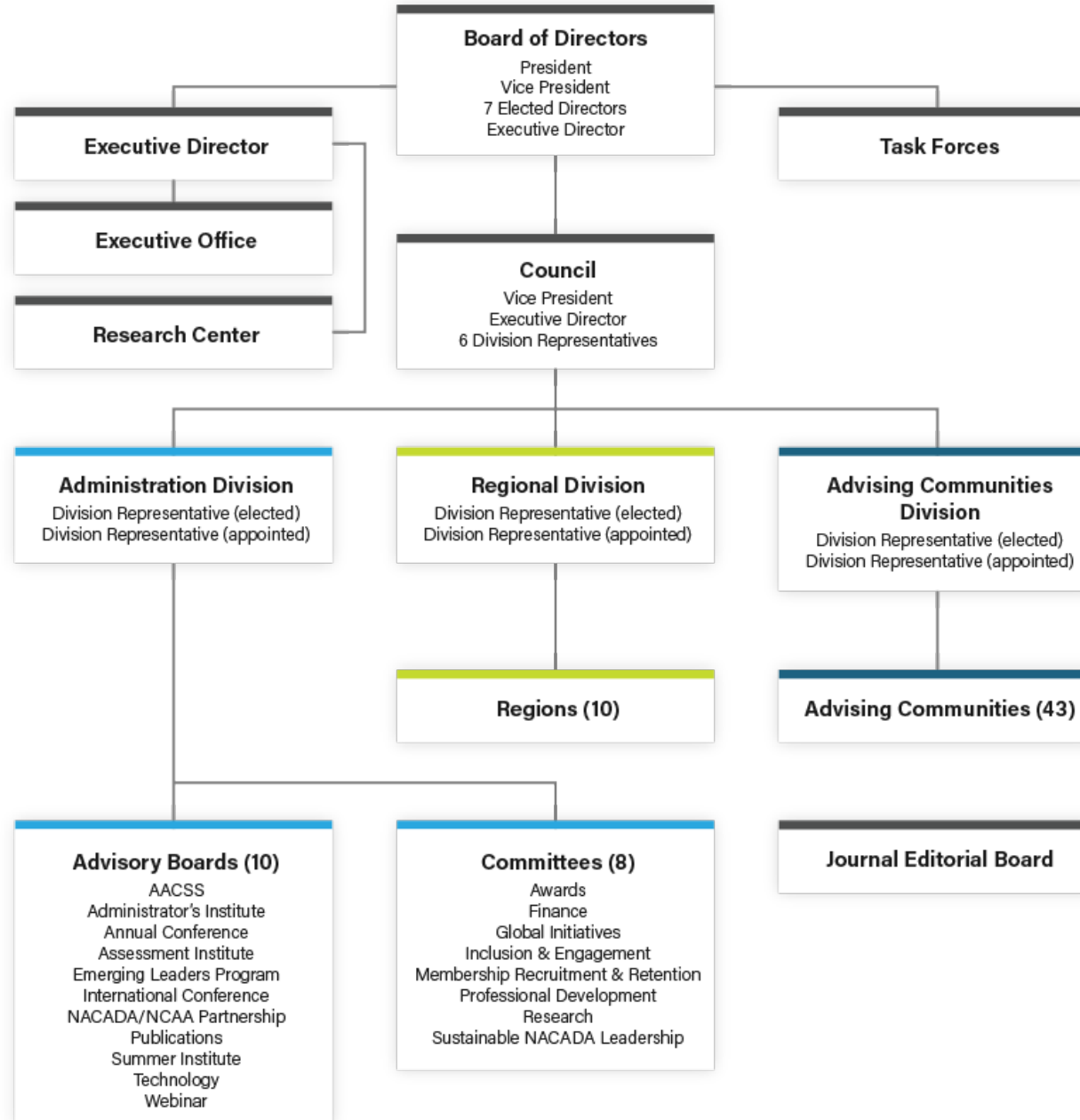


# *Communication Plan for Chairs*

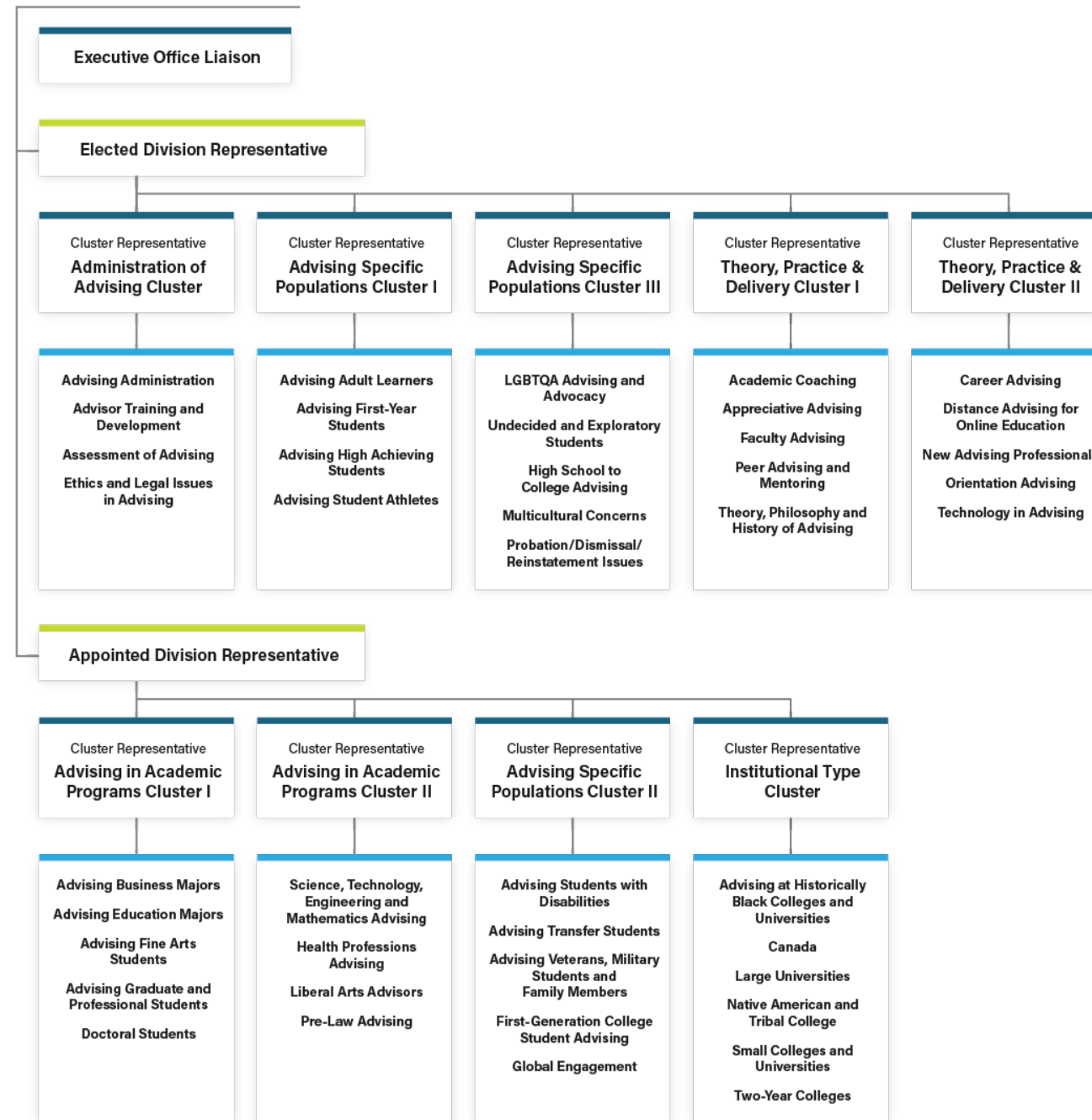
# Learning Objectives

- Understand the Advising Community Division's Organization and its role within NACADA: The Global Community for Academic Advising
- Identify organizational strategies that may be of use for personal implementation to assist with Advising Community administration
- Create communication strategy for your Advising Community that incorporate AC goals and projects

# ASSOCIATION STRUCTURE



# ADVISING COMMUNITIES DIVISION STRUCTURE



# Advising Community Structure

- Steering Committee
- Committees (as needed)
  - Awards
  - Website Revisions/ Updates
  - Annual Proposal Review
  - Advising Community Goals / Annual Report Review
  - Ad-Hoc

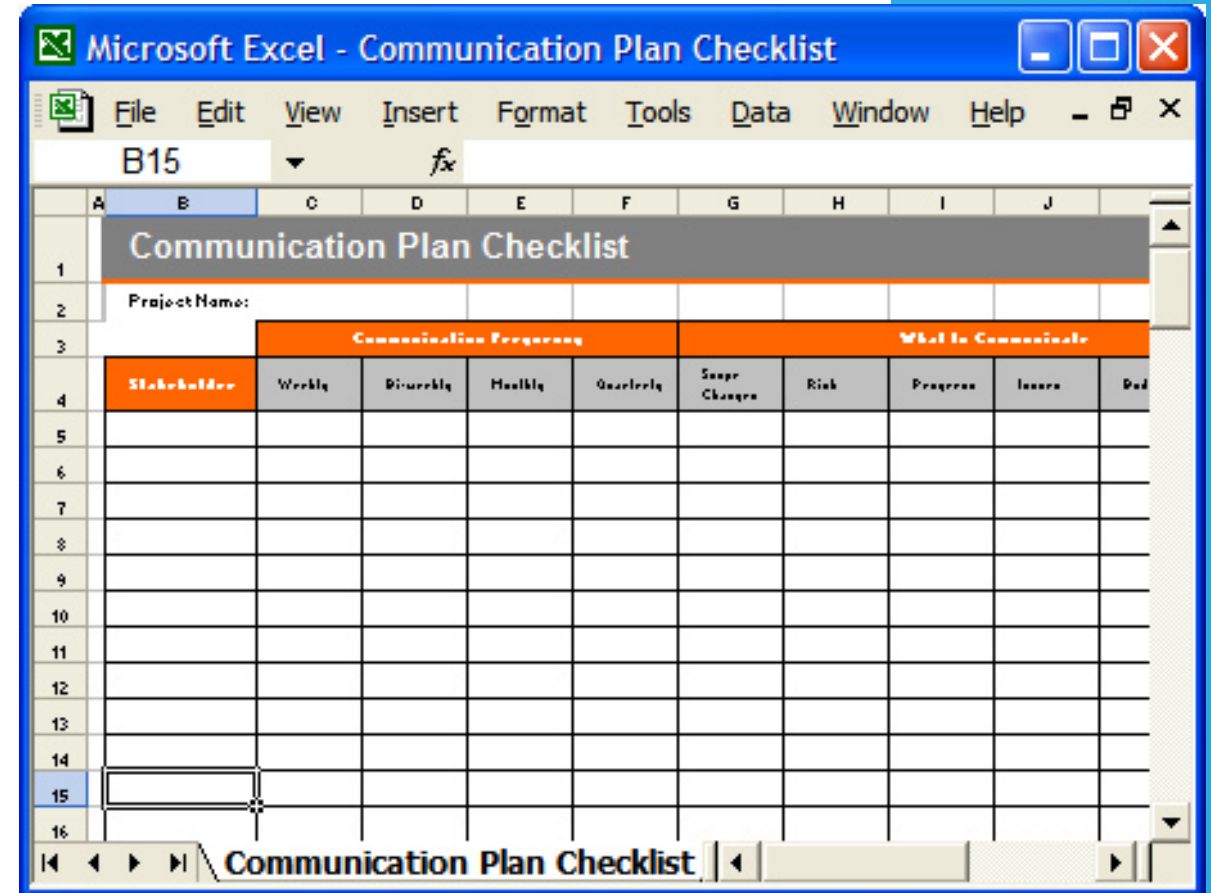


# Communicating with your Membership

- Communication Cycle & Timeline
  - Begins at annual conference
  - Follow up with interests after conference
  - Utilize the Advising Community Listserv & Membership Lists (through the Executive Office) for post conference communication
  - Utilize Social Media (as appropriate for your advising community)

# Communication Plan

- Determine a communication plan/ schedule
  - Consider the advising community audience(s) & technology platform
  - Communication strategies may differ by technology platforms



The screenshot shows a Microsoft Excel spreadsheet titled "Communication Plan Checklist". The spreadsheet has a blue header row (row 1) with the title "Communication Plan Checklist". Below the header, there is a "Project Name:" field in row 2. The main table starts in row 3, with columns for "Stakeholder" (row 4), "Frequency" (rows 3-4), and "What to Communicate" (rows 3-4). The "Frequency" column is divided into "Weekly", "Bi-weekly", "Monthly", and "Quarterly". The "What to Communicate" column is divided into "Scope Changes", "Risk", "Progress", "Issues", and "Dead". The spreadsheet is currently displaying rows 1 through 16, with row 15 selected.

Communication Plan Checklist										
Project Name:										
Stakeholder	Communication Frequency				What to Communicate					
	Weekly	Bi-weekly	Monthly	Quarterly	Scope Changes	Risk	Progress	Issues	Dead	

# Communication Plan

- Establish a minimum number of times per year you want to communicate with each of your audiences
- How do you want to communicate?
- In what ways and on what platforms?



# Communication Strategy

- Different individuals utilize and respond to different communication platforms
- Utilize a multi-level, multi-platform approach
- Consider your technology platform and its 'norms'

# Communication Strategy may by Platform

- Expectations differ based on platform
  - Email may be on one schedule
  - Facebook/LinkedIn/Twitter on another schedule
- Users interact differently with these platforms and have varying expectations for content within them

# Getting to Work

- Review the *sample* Communication Time Line
- Reference the Advising Community Division Time Line
- Develop a communication time line for YOUR Advising Community related to ONE strategic goal
  - Incorporate Steering Committee
  - Incorporate Advising Community Membership

# Efficiency Tricks for Email

- Utilize the delay delivery feature for messages
- Create messages with similar or standardized text and save DRAFTS, edit as necessary before sending
- Create project time and/or utilize reminders in your calendar to prompt you to finalize the DRAFT email
- Send according to your communication timeline

# Efficiency Tricks

- Social Media (Facebook)
  - Posts can be prepared and scheduled up to 6 months in advance
  - Create and schedule posts, according to your communication timeline
- Google
  - Share documents for group utilization/editing

# Recognition

- Acknowledge the contributions of the Advising Community Members
  - Highlight during the subsequent Annual Conference
  - Email acknowledgements
  - Social Media
- Consider submission of a ACD Service Award for outstanding contributions to commission and/or the division

# Recognition

- Encourage members to serve as Steering Committee Members
  - Who are the active members not yet engaged as Steering Committee members
- Encourage Steering Committee Members to run for leadership

# Reporting

- Save the reporting document and add to it throughout the year
- Document your advising community work AS you complete it
- Send draft to your Steering Committee members for review prior to final submission
  - Ensures commission activity has been thoroughly documented
- Submit to Division Reps
  - Copy your Steering Committee Member
  - Due by July 31st



# Assessment & Chair Succession

- Year 2
  - Assess Year 1 activity
  - Build on successes of year 1
  - Tweak activities you want to continue to improve upon for Year 2
  - Repeat cycle
- Year 3
  - Assist incoming chair with transitioning into chair role

# Resources

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- Griffith, T. (2015, December 16). Communicating with Your Members. *NACADA CIG Division Suggested Practices*. Retrieved from [https://docs.google.com/document/d/1BL3spc7q2k8bqR\\_sHNuNpfP47R-NaZblOQKlkGOIQK4/edit?usp=sharing](https://docs.google.com/document/d/1BL3spc7q2k8bqR_sHNuNpfP47R-NaZblOQKlkGOIQK4/edit?usp=sharing)
- NACADA. (2017). Chair expectations. Retrieved from <https://www.nacada.ksu.edu/About-Us/NACADA-Leadership/Commission-Interest-Group-Division/CIG-Leader-Resources/CIG-Chair-Expectations.aspx>
- NACADA. (2017). CIG Leader Resources. Retrieved from <https://www.nacada.ksu.edu/About-Us/NACADA-Leadership/Commission-Interest-Group-Division/CIG-Leader-Resources.aspx>

# Resources

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- Griffin, T. & Hapes, R. (2017). *Communication Schedule Sample for Use by CIGD Chairs*. Retrieved from [https://docs.google.com/document/d/12f9u90P0si1Kxzdsp\\_i5sg7BhKMc\\_tIA0Lx9wc8SnNaI/edit](https://docs.google.com/document/d/12f9u90P0si1Kxzdsp_i5sg7BhKMc_tIA0Lx9wc8SnNaI/edit)
- NACADA. (2017). *AC Division Timeline*. Retrieved from <https://www.nacada.ksu.edu/About-Us/NACADA-Leadership/Commission-Interest-Group-Division/CIG-Leader-Resources/CIGDivisionTimeline.aspx>

