

Sample Communication and Engagement Plan

Purpose: This template is designed to help develop a strategic plan for communication and engagement with diverse stakeholder groups.

Users: State- or system-level task force members or institutional-level leadership team, possibly a working group

Instructions: Developing an effective communication and engagement plan not only involves communicating information to stakeholders, but it also includes finding meaningful ways to engage them. Engagement allows people to interact with information and, potentially, provide input. It also creates interest and a sense of ownership. Opportunities for engagement should be planned strategically at appropriate times for appropriate audiences.

Use this template to facilitate and document a discussion to build a communication and engagement plan. Consider the following questions:

- Who needs to know? Consider different stakeholder groups.
- What do they need to know? Tailor the information to the audience.
- When do they need to know it?
- How do they get information? Are there existing venues or platforms (e.g., events, newsletters, blogs) that reach the target audience(s)?
- How can people engage with the information?

Step 1: Identify audience and needs.

Audience	Type of Information or Engagement	When does the audience need to be informed?	Venues or Platforms
2- and 4-year math faculty	Inform, gather, input.		State affiliates of AMATYC, NADE, MAA, ASA – conferences and other events, newsletters, websites List of math department chairs
College and University Presidents	Inform.		Department of Higher Ed communications
Deans, Provosts, VPs of Academic Affairs	Inform, consult with representatives on specific issues.		State administrator associations Department of Higher Ed

			communications
Advisors	Inform, gather, input.		State affiliate of NACADA, state association of directors of advising – conference, website

Step 2: Plan specific activities.

Audience	Activity or Product	Delivery Method & Frequency	Who's Responsible	Deadline
Math chairs	Email updates to math chairs (2- and 4-year); coordinate with Math Pathways working group.	September, November, February, April	Bryant	3 rd week of each month listed
General	Build mailing list (sign-ups at events, on website).	Website, events	Louis	Ongoing
Math faculty	Survey of math faculty: questions and concerns about task force recommendations; identify model programs	Will be sent to math chairs and any math faculty on mailing list, posted on website, disseminated through associations.	Jonathon	Open October 15; close November 2
Math faculty	Contact presidents of state affiliates for math professional associations and plan for how to use association platforms; coordinate with Math Pathways Working Group.	Will be determined by association.	Bryant – MAA and ASA Miguel – AMATYC and NADE	September 15
General	Develop common set of talking points and slide deck for task force members to use (PowerPoint versions for math faculty, advisors, and administrators).	Host webinar to review; task force members will volunteer for presentations as opportunities arise.	Anandi – will also coordinate assignments for presentations	September 30
General	Develop a one-page handout about math task force.	To be used as needed at events; posted on website.	Jenna	September 30
Advisors	Coordinate with Advising Working Group to present at state advisors conference.	Conference presentation, and follow-up webinar for those not in attendance.	Anandi	October 27
General	Newsletter and webinar updates	December and April Ask Department of Higher Ed and associations to help distribute.	Jenna	2 nd Monday of December and April

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Math faculty	Local discussion groups: Encourage math chairs to host discussions locally; provide background reading (e.g., <i>The Case for Mathematics Pathways</i>) and suggested discussion questions. Math task force members will attend or call in if possible.	Ongoing; coordinated with Bryant on email updates to chairs.	Jonathon	Prep materials and start outreach by October 1
General	Website – collaborate with Department of Higher Ed Dana Center Mathematics Pathways resource site – state page	Supplementary materials to support general info (e.g., handouts); Update every 2 months.	Louis	Website up by October 1
Administrators	Department of Higher Ed communications to administrators and presidents	Emails in October and February (Announce resources for local presentations and local discussion groups; promote website, announce events.)	Amandi coordinate with department staff	2 nd Monday of October and February
Administrators	Convene advisory group of deans, Provosts, and Vice-Presidents to get input on communication strategies.	Advisory group will help develop full plan.	Amandi	October
Math faculty	Math faculty convening: Showcase model programs; coordinate Math Pathways Working Group	Convening with task force and faculty presentations; video presentations (make available on website)	Louis and Bryant	March