

Achieving the Dream Communication Team
November 8, 2018
President's Conference Room
11 a.m.

Present: Dr. Karen Bowyer, Constance Clay standing in for Amy Finch, Josh Duggin, Andrea Franckowiak, Julie Griggs, Kacee Hardy, Beth Micke, Dr. Kay Patterson and Luciana Shaw

ATD Leadership and Data Coaches: David Hartleb and Rene Garcia

The Communication Team is to assure that a communication plan is developed and executed to achieve broad engagement across all members of the college.

Engagement & Communication – The creation of strategic partnerships with key external stakeholders, such as K-12, universities, employers and community-based organizations, and internal stakeholders across the institution to participate in the student success agenda and improvement of student outcomes.

Develop a vision – It should be clear, concise and inspiring.

- DSCC should create a webpage or a page on MyDSCC to keep people informed.
- We should be able to store minutes as well as other important information.
- If possible we may want to create a newsletter once a week or periodically to keep everyone informed of changes and updates.
- Posters can be created with student success stories and placed around campus and centers.
- Create our own brand for Achieve the Dream- stay consistent with the branding.

Communicate for urgency, understanding, and buy in

- Develop a communications plan
- Use ATD's Communication Strategy Guidelines
- Communicate often: include data presented with narratives, progress reports and student stories

To avoid having only a few people informed about your ATD work – and then see flagging interest because most people do not know what is going on, you will need an effective communication plan. Good guidelines are found in the ATD Communication Strategy Guidelines which was given out during the meeting.

Empower leadership at all levels – engage their passion, skills, and abilities. An effective communication plan will lead to this –and you will eventually have to have broad participation.

Identify and Regularly Celebrate Success, Small and Large

- Identify milestones or performance indicators that can be used to create meaningful feedback on your progress and sustain momentum
- Celebrate and broadly communicate success and the individual contributors

Look at website <https://www.achievingthedream.org/resource/14989/data-discovery> for more information.

Respectfully submitted,
Constance Clay
Executive Aide of Public Information