

Working Group 9: Communications

Harrisburg University’s Co-Chairs for the self-study recommended the Executive Steering Committee form a separate workgroup for the communications activities associated with conducting the self-study and hosting the visiting team. Further discussion influenced the separate intended outcome 4: *Identify elements of an effective internal and external communications plan*. The table below highlights the key activities and milestones throughout the entire self-study process, and references specific audiences, including students. Additional charges include determining areas of success, opportunities for continuous improvement, and where innovative efforts have led to success or might serve as a means for communication enhancement.

Members

Yvonne Dunst, Co-Chair Program Coordinator
 Eric Veronikis, Co-Chair Communications Liaison
 Sam Black Web Developer
 Yuliya Goss University Administrative Representative
 Jordon Lentz Student Success Coordinator
 Jordon Snavelly Senior Admissions Counselor
 Glenn Williams Instructor, Advanced Manufacturing

Table 8: Table 8: Communication Plan

Purpose	Audiences	Methods	Timings
To share data and documents and communicate in a secure, transparent, and convenient manner.	Steering Committee Members Working Group Members	1. SharePoint Site 2. Email Communications 3. Self-Study Page on HU Website	July 1, 2020 to July 30, 2021
To update campus constituencies about the Self-Study process	Students	1. Email Communications via Student Services 2. Self-Study Page on HU Website 3. Guest Speakers at Student Government Association (SGA) Meetings 4. Breakfasts with the Provost 5. Self-Study Newsletters	1. Reminder emails to encourage student participation 2. Link to Student Specific News 3. Updates at SGA Meetings 4. Announcements at annual Breakfasts with the Provost 5. Update Newsletter sent each of the six (6) terms
	Alumni and Community Members	1. Email Communications 2. Self-Study Page on HU Website 3. Self-Study Newsletters	1. Reminder emails to encourage alumni participation 2. Regular Updates on Webpage 3. Update Newsletter sent each academic term
	Faculty	1. Email Communications 2. Self-Study Page on HU Website 3. Guest Speakers at Faculty of the Whole (FoW) Meetings 4. Assessment Days 5. Self-Study Newsletters 6. "Coffee and Conversation with the Provost"	1. Reminder emails to encourage faculty participation 2. Regular updates on Webpage 3. Updates at monthly FoW meetings 4. Updates at Bi-Annual Assessment Days 5. Update Newsletter sent each academic term

			6. Updates at scheduled “Coffee and Conversation with the Provost” meetings
	Board of Trustees (BoT)	<ol style="list-style-type: none"> 1. Email Communications 2. Self-Study Page on HU Website 3. Self-Study Newsletters 	<ol style="list-style-type: none"> 1. Updates at BoT Meetings; Reminder emails to encourage BoT participation 2. Link to BoT Specific News 3. Update Newsletter sent each academic term
	Administration and Staff	<ol style="list-style-type: none"> 1. Email Communications 2. Self-Study Page on HU Website 3. Assessment Days 4. Self-Study Newsletters 5. “Coffee and Conversation with the Provost” 	<ol style="list-style-type: none"> 1. Reminder emails to encourage faculty participation 2. Regular updates on Webpage 3. Updates at Bi-Annual Assessment Days 4. Update Newsletter sent each academic term 5. Updates at scheduled “Coffee and Conversation with the Provost” meetings
To gather feedback about Working Group reports	Students	<ol style="list-style-type: none"> 1. Feedback from Email Communications 2. Feedback from Guest Speakers at Student Government Association (SGA) Meetings 3. Feedback from Breakfasts with the Provost 	Ongoing until Summer 2021
	Alumni and Community Members	<ol style="list-style-type: none"> 1. Feedback from Email Communications 2. Feedback from Self-Study Page on HU Website 3. Feedback from Self-Study Newsletters 	Ongoing until Summer 2021
	Faculty	<ol style="list-style-type: none"> 1. Feedback from Email Communications 2. Feedback from Self-Study Page on HU Website 3. Feedback from Guest Speakers at Faculty of the Whole (FoW) Meetings 4. Feedback from Assessment Days 5. Feedback from Self-Study Newsletters 6. Feedback from “Coffee and Conversation with the Provost” 	Ongoing until Summer 2021
	Board of Trustees (BoT)	<ol style="list-style-type: none"> 1. Feedback from Email Communications 2. Feedback from Self-Study Page on HU Website 3. Feedback from Self-Study Newsletters 	Ongoing until Summer 2021
	Administration and Staff	<ol style="list-style-type: none"> 1. Feedback from Email Communications 2. Feedback from Self-Study Page on HU Website 3. Feedback from Assessment Days 4. Feedback from Self-Study Newsletters 5. Feedback from “Coffee and Conversation with the Provost” 	Ongoing until Summer 2021