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
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
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


Resources

- Griffin, T. & Hapes, R. (2017). *Communication Schedule Sample for Use by CIGD Chairs*. Retrieved from https://docs.google.com/document/d/12f9u90P0si1Kxzdsp_i5sg7BhKMc tI0Lx9wc8SnNaI/edit
