### Robust Communication Plan

**1st step in implementation**
- A person dedicated to communicating with each group
- Institutional leaders MUST be seen to be engaged in the process
- MUST include leadership within each group to reinforce message
- Messages MUST be tailored to each group of stakeholders

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</thead>
<tbody>
<tr>
<td>Dept Heads/ Faculty/ Staff/Students/ External</td>
<td>Town Hall/ Print/ Website/ Social Media/ Press Release</td>
<td>Dates &amp; Frequency</td>
<td>Message tailored to each group</td>
<td>Lead person assigned for each group - MUST include their leaders</td>
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</tbody>
</table>

Adapted from the University of Wisconsin
[www.quality.wisc.edu](http://www.quality.wisc.edu)