COMMUNICATIONS: THE IMPORTANCE AND VALUE OF YOUR PLAN
If you build it they will come

Or will they?
HOW TO DESIGN A PLAN

Communications Cheat Sheet

1. agree on the purpose
2. define specific goals
3. identify target audience

4. identify message and events/products
5. choose most effective medium
6. identify resources

7. choose lead person
8. set deadlines
9. evaluate and make mid course corrections

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Community Colleges Count
QUESTIONS