

COMMUNICATIONS: THE IMPORTANCE AND VALUE OF YOUR PLAN



Achieving the Dream™

Community Colleges Count

If you build it they will come

Or will they?

HOW TO DESIGN A PLAN

Communications Cheat Sheet



agree on the **purpose**



define **specific** goals



identify **target** audience



identify **message** and events/products



choose most effective **medium**



identify **resources**



choose **lead** person



set **deadlines**



evaluate and make mid course corrections

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QUESTIONS
