

CLIPP 2017 | Communication Strategy Yearly Planner | Draft 7 | 20-04-2017

Item	Target Audience	Objective (Legend at end of table)					Specific Objectives	Medium (1 st , 2 nd)	Key Leaders	Timing	Notes Comments
		IA	PE	AE	QA	FB					
Faculty Engagement - Faculty Education and Arts (FEA)	Faculty academic and professional staff	X	X	X	X	X	<ul style="list-style-type: none"> Provide F2F and V/C opportunities to speak with senior faculty leaders Provide opportunity for Q & A regarding CLIPP function/services Encourage formal and informal discussions with faculty staff 	<ol style="list-style-type: none"> F2F discussion with senior faculty stakeholders /presentations Allow for direct Q & A Documents for noting – agenda's 	<ul style="list-style-type: none"> Members of CLIPP Exec Members of CLIPP Team CLIPP Faculty Embedded Learning Designers 	<ul style="list-style-type: none"> 9th Feb, 12th May 20th Oct 	<ul style="list-style-type: none"> Attend Faculty Board; Faculty LTC; Faculty Forums etc
Faculty Engagement - Faculty of Health (FoH)	Faculty academic and professional staff	X	X	X	X	X				<ul style="list-style-type: none"> Dates TBC 	
Faculty Engagement Faculty of Science and Technology (FoST)	Faculty academic and professional staff	X	X	X	X	X				<ul style="list-style-type: none"> Dates TBC 	
Faculty Engagement Federation Business School (FBS)	Faculty academic and professional staff	X	X	X	X	X				<ul style="list-style-type: none"> Dates TBC 	
CLIPP Newsletter	University wide	X	X				<ul style="list-style-type: none"> University wide engagement and increase awareness of services/functions 	<ol style="list-style-type: none"> Email to Faculties and Senior Staff* FedNews release item 	<ul style="list-style-type: none"> Members of CLIPP Exec CLIPP Admin 	<ul style="list-style-type: none"> Monthly 	<ul style="list-style-type: none"> Maximum 4 pages
Formal CLIPP Team Reports	University wide staff	X		X			<ul style="list-style-type: none"> Provide formal report summaries of activities relevant to key CLIPP Functions 	<ol style="list-style-type: none"> Email to Faculties and Senior Staff FedNews release item Documents for noting – agenda's 	<ul style="list-style-type: none"> Talia Barrett Ellen Sabo Tulsa Andrews 	<ul style="list-style-type: none"> Dec - start working on reports Feb release reports 	<ul style="list-style-type: none"> Maximum 10 pages With 1-2pg Exec Summary
Bimonthly PD Statistics	Associate Deans (LT and SRS)	X	X				<ul style="list-style-type: none"> Provide update regarding academic professional development engagement with PD 	<ol style="list-style-type: none"> Direct email LTAG & AD(SRS) Email to Exec Deans, HoS, DHoS 	<ul style="list-style-type: none"> CLIPP Admin 	<ul style="list-style-type: none"> Bi-monthly 	<ul style="list-style-type: none"> Waiting on LTAG dates to confirm Maximum 2 pages
Flyers Drop (Marketing)	University wide	X	X				<ul style="list-style-type: none"> University wide engagement and increase awareness of services/functions 	<ol style="list-style-type: none"> Physical and electronic release of material 	<ul style="list-style-type: none"> Members of CLIPP Exec CLIPP Admin 	<ul style="list-style-type: none"> Dates TBC 	<ul style="list-style-type: none"> Currently under development
CLIPP Mini Grants	Learning and Teaching staff (VET & HE)		X	X			<ul style="list-style-type: none"> Build staff capability in high quality learning and teaching activities Improve dissemination of outputs 	<ol style="list-style-type: none"> FedNews release item Add previous winner details on the website 	<ul style="list-style-type: none"> CLIPP Admin 	<ul style="list-style-type: none"> Feb Round 1 May Round 2 Nov Round 3 	<ul style="list-style-type: none"> 3 Rounds of capped funding to support L&T initiatives
Formal Committee Presentations	Senior university stakeholders within committees	X	X				<ul style="list-style-type: none"> Present/contribute at university level committees (L&TC; HECC; AB) 	<ol style="list-style-type: none"> F2F discussion - committee reps Allow for direct Q & A Documents for noting – agendas 	<ul style="list-style-type: none"> Members of CLIPP Team 	<ul style="list-style-type: none"> 1-2 per year 	<ul style="list-style-type: none"> Check university schedule for meetings
BOLD Showcase	University wide	X					<ul style="list-style-type: none"> Provide a collegial forum for sharing best practice across the university 	<ol style="list-style-type: none"> Physical and electronic release of material 	<ul style="list-style-type: none"> All CLIPP staff 	<ul style="list-style-type: none"> Annually 	<ul style="list-style-type: none"> 9th Nov showcase 1st June start planning
LTAG and ADSRSs Engagement	Associate Deans		X		X	X	<ul style="list-style-type: none"> Enhancement relationships between CLIPP and senior faculty representatives 	<ol style="list-style-type: none"> F2F and V/C meetings Email updates 	<ul style="list-style-type: none"> Members of CLIPP Exec 	<ul style="list-style-type: none"> 6 weekly 	<ul style="list-style-type: none"> Dates TBC
Scope of Project Engagement/Reporting	Senior faculty staff		X				<ul style="list-style-type: none"> Improve Curriculum Design Target courses/programs for support 	<ol style="list-style-type: none"> Excel spreadsheet monitoring and benchmarking 		<ul style="list-style-type: none"> End of semester tracking 	<ul style="list-style-type: none"> Nov-Jan: Planning Feb-Dec: Monitoring
CLIPP Meetings	Faculty partnerships	X		X	X	X	<ul style="list-style-type: none"> Networking/team cohesion Faculty engagement 	<ol style="list-style-type: none"> Faculty engagement with CLIPP Team building/cohesion 	<ul style="list-style-type: none"> Members of CLIPP Exec 	<ul style="list-style-type: none"> Quarterly 	
FedUni Wide/Community/Faculty Newsletters & Media Platforms	University wide Faculty Associate Deans Student & Staff	X	X	X	X	X	<ul style="list-style-type: none"> Advertise professional development opportunities Increase student engagement Increase staff awareness regarding services 	<ol style="list-style-type: none"> FedNews Announcements Student Retention Newsletters Faculty Newsletters Advertising space on Moodle 	<ul style="list-style-type: none"> All CLIPP team members Individual team activities 	<ul style="list-style-type: none"> Weekly Monthly Monthly Daily 	

Legend for Objective Column (applicable to end users): IA = Increase Awareness, PE = Professional Development Events, AE = Academic Engagement, QA = Questions & Answer Opportunity, FB = Feedback

Note: * -Wide mailing list: VC, DVC, ADLTs, ADSRs, Head of Campus, Head of Schools, Deputy Head of Schools, Deans, Assoc. Deans, Directors, CLIPP Team, Chairs of Committees, Executive Assistants

