Facilities Communication Strategy Crib Sheet

**A. Mission Statement**

*A1. Write the institution’s mission statement below.*

*A2. Describe how Facilities supports the institution’s mission statement. If the Facilities unit has its own mission statement, explain how the two align.*

*A3. Describe how the mission statement(s) might impact how and when Facilities communicates
with campus.*

**B. Institutional and Facilities Strategic Priorities**

*B1. List out the overarching goals of the institution that Facilities seeks to support. These may come from the strategic plan, master plan, president’s statement, or board directive.*

*B2. List out the major goals and priorities of the Facilities unit, either broadly scoped or by function/team.*

*B3. Describe how the goals of the institution impact and overlap with Facilities’ goals and priorities.*

*B4. Consider how the aligning goals listed above impact how Facilities communicates with campus.*

**C. Campus Stakeholders and Priorities**

*C1. List out major groups of campus stakeholders, including their values and primary objective. Stakeholders may include students, faculty, board members, surrounding community, or researchers.*

*C2. Describe how the values and objectives of stakeholders impact how Facilities works and communicates with them.*

**D. Communication Channels**

*D1. Outline how Facilities will use the following channels to advance its communication goals.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Method** | **Communication Goals the Method Supports** | **Intended Audience** | **Frequency** | **Evaluation** |
| **Email communication** |  |   |  |  |
| **Social media platforms (e.g., Facebook, Twitter)** |  |  |  |  |
| **Facilities website** |  |  |  |  |
| **Staff briefings** |  |  |  |  |
| **Report** |  |  |  |  |
| **Poster** |  |  |  |  |
| **Presentation** |  |  |  |  |

**E. Roles and Responsibilities**

*E1. List out the roles primarily responsible for and involved in Facilities-related communication. For each role, articulate the responsibilities that role owns (e.g., a specific goal or communication channel).*

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| **Involved Parties in Facilities Communication** |
| **Role 1:** | **Communication Responsibilities:** |
| **Role 2:** | **Communication Responsibilities:** |
| **Role 3** | **Communication Responsibilities:** |
| **Role 4:** | **Communication Responsibilities:** |