

PATHWAYS COMMUNICATION STRATEGY 2018



INTERNAL COMMUNICATION STRATEGY 2018




2018 INTERNAL PATHWAYS COMMUNICATION STRATEGY

GOAL OF THIS DOCUMENT: To provide strategy and tactics for communicating Pathways to internal audiences.

Pathways provides a guided program of study intentionally designed to enhance learning and clarify a student's route to program completion, a career, and further education.

As a multi-year, college-wide strategic initiative, SLCC Pathways conversations, discussions, and overall communication will evolve throughout the year.

OVERVIEW	
Why Pathways	<ol style="list-style-type: none"> 1. <i>Guide student choice</i> 2. <i>Avoid excessive credits</i> 3. <i>Improve completion rates</i> 4. <i>Improve transfer completion</i>
 <p>All programs organized into 8 Areas of Study</p>	<div style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">Intro to the Area 24 – 32 Credits</p> <p>Each program shares the first 24 – 32 credits including both intro and general education courses.</p> </div> <p style="text-align: center;">Select a Major</p> <div style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">Specialize in a Pre-major – Transfer Major – Workforce 33 – 64 Credits</p> <p>Building off the introductory courses each department prepares pre-major preparatory courses for transfer or major courses for workforce (AAS) degrees</p> </div>
Identifying main audience	<ul style="list-style-type: none"> - <i>Primary</i> <ul style="list-style-type: none"> o <i>Faculty and Adjunct Faculty</i> o <i>Staff</i>
PATHWAYS TERMINOLOGY	
<p>It is important for the College to determine cohesive terminology for the steps of the Pathways process in order to successfully communicate to the identified audiences and begin to develop internal College messaging and culture change.</p>	
Areas of Study	<p><i>The eight areas of study identified by the Pathways Phase 1 CWT.</i></p> <ul style="list-style-type: none"> - <i>Manufacturing, Construction and Applied Technologies</i> - <i>Humanities</i> - <i>Arts, Communication and Digital Media</i> - <i>Health Sciences</i> - <i>Science, Engineering and Math</i> - <i>Social & Behavioral Sciences, Education and Human Services</i> - <i>Business</i>



COMMUNICATION PLAN

The communication plan will adjust and change throughout the Pathways launch. This plan covers educating the College community about Pathways, ways to support the project, and the status of the strategic planning.

GOALS

- *Inform faculty and staff about Pathways*
- *Maintain frequent communication updates on the progress of Pathways CWTs*
- *Provide ways for the internal College community share discussion and Pathways conversations*
Celebrate Pathway milestones

COMPLETED TACTICS

TACTICS COMPLETED IN 2018

- ✓ *Internal Pathways Website: **COMPLETE***
 - *i.slcc.edu/plan/pathways*
 - *Resources, white papers, and other educational resources.*
 - *Opportunities to stay informed and review research, meeting notes, and share minutes and conversations surrounding pathways.*
- ✓ *Pathways Initial Presentation Tour: **COMPLETE***
 - *Provost Sanders, Kim Cosby gave presentations to each School's curriculum committees, Deans Council, Associate Dean's Council, and various other departments and programs.*
- ✓ *Pathways Forums: Advising & Guiding Principles: **COMPLETE***
 - *Articulated guiding principles and the case management advising model at SLCC360.*
 - *Resources and information on CWT Sub- committees findings are available on internal website.*
- ✓ *Yammer Collaboration Space on SharePoint site: **COMPLETE***
 - *Yammer allows internal faculty and staff to contribute to conversations about Pathways.*
 - *Link to SharePoint site on internal Pathways website.*
- ✓ *1st Milestone President/Provost Message: **COMPLETE***
 - *President Huftalin sent the first of a series of all-subscriber emails with updates and celebrated milestones on April 25, 2018.*
- ✓ *Pathways Branding Elements: **COMPLETE***
 - *Pathways branding elements created by Institutional Marketing and used on all Pathways materials including website and presentation templates.*
- ✓ *Pathways Overview Presentation: **COMPLETE***
 - *Available on internal website.*
- ✓ *Pathways Presentation Template: **COMPLETE***
 - *A template to created to provided consistency in Pathways branding materials for future presentations and forums.*
 - *Template used for Advising and Guiding Principles SLCC360 presentations.*

- ✓ Advising Area of Study Semester 1 Handout Template: **COMPLETE**
 - Draft 1 created as an example of a handout advisors and FYE could give students at orientation to plan out first 24-32 credits of their selected Area of Study.

COMMUNICATION TACTICS FOR 2018

This includes a list of strategic tactics to achieve our messaging goals.

Tactic	Details and Status
1. Provost/President All-Sub Milestone and Update Message	<ul style="list-style-type: none"> - Quarterly updates as specifically on Pathways celebrating milestones in CWT work and progress. <p>STATUS: Sent again in August, and December</p>
2. Blog Series	<ul style="list-style-type: none"> - Monthly blogs written by CWT and Pathway representatives, including Cabinet and sponsors, included in each month in SLCC Today and on Pathways landing page to take a deeper dive into the philosophy of Pathways. <p>STATUS: Ongoing</p>
3. Yammer Topics	<ul style="list-style-type: none"> - Topics picked each month and placed on Yammer SharePoint site to encourage discussion on Pathways. <p>STATUS: Topics Updated Monthly</p>
4. Staff and Faculty Training	<ul style="list-style-type: none"> - Beginning Fall 2018 include information about Pathways in all staff and faculty, including adjunct faculty, training through Staff and Faculty Development. - Guiding Principles taught in School and Department trainings. - Case Management Advising Model training for all Student Affairs personnel. <p>STATUS: Beginning Fall 2018</p>
5. Internal Website Updates	<ul style="list-style-type: none"> - Update internal Pathways website at the completion of each CWT. <p>STATUS: Update in August and December</p>
6. Communicate Prototypes	<ul style="list-style-type: none"> - Include information about prototype completion Pathway map for the Social and Behavioral Sciences, Education and Human Services Area of Study on all communication channels. <p>STATUS: June 2018</p>

Convocation 2018	<ul style="list-style-type: none">- <i>Forums and presentations given at Convocation to discuss updates on Pathways initiative.</i>- STATUS: August 2018
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EXTERNAL COMMUNICATION STRATEGY 2018




2018 EXTERNAL PATHWAYS COMMUNICATION STRATEGY

GOAL OF THIS DOCUMENT: To provide strategy and tactics for communicating Pathways to external audiences.

Pathways provides a guided program of study intentionally designed to enhance learning and clarify a student’s route to program completion, a career, and further education.

As a multi-year, college-wide strategic initiative, SLCC Pathways conversations, discussions, and overall communication will evolve throughout the year.

OVERVIEW	
Why Pathways	<ol style="list-style-type: none"> 1. <i>Guide student choice</i> 2. <i>Avoid excessive credits</i> 3. <i>Improve completion rates</i> 4. <i>Improve transfer completion</i>
 <p>All programs organized into 8 Areas of Study</p>	<div style="border: 1px solid black; padding: 5px;"> <p>Intro to the Area 24 – 32 Credits</p> <p>Each program shares the first 24 – 32 credits including both intro and general education courses.</p> </div> <p style="text-align: center;">Select a Major</p> <div style="border: 1px solid black; padding: 5px;"> <p>Specialize in a Pre-major – Transfer Major – Workforce 33 – 64 Credits</p> <p>Building off the introductory courses each department prepares pre-major preparatory courses for transfer or major courses for workforce (AAS) degrees</p> </div>
Identifying main audience	<ul style="list-style-type: none"> - <i>Primary</i> <ul style="list-style-type: none"> o <i>Current Students</i> o <i>Potential New Students</i> o <i>High School Advisors and Counselors</i> o <i>High School Principals</i>
PATHWAYS TERMINOLOGY	
<p>It is important for the College to determine cohesive terminology for the steps of the Pathways process in order to successfully communicate to the identified audiences and begin to develop internal College messaging and culture change.</p>	
Areas of Study	<p><i>The eight areas of study identified by the Pathways Phase 1 CWT.</i></p> <ul style="list-style-type: none"> - <i>Manufacturing, Construction and Applied Technologies</i> - <i>Humanities</i> - <i>Arts, Communication and Digital Media</i> - <i>Health Sciences</i> - <i>Science, Engineering and Math</i>



- Social & Behavioral Sciences, Education and Human Services
- Business
- Computer Science and Information Technology

COMMUNICATION PLAN

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GOALS

- Inform potential new students, applying in Fall 2018 to begin Fall 2019 about Pathways
- To integrate Pathways and Areas of Study into current enrollment process and communications
- To inform High School Counselors and Principals about Pathways so they can begin educating their students on SLCC's Areas of Study and guided Pathways to help students achieve their academic and career goals.

COMMUNICATION TACTICS FOR 2018

This includes a list of strategic tactics to achieve our messaging goals.

Tactic	Details and Status
1. Update SLCC.edu to reflect Areas of Study	<ul style="list-style-type: none"> - Assessment and restructure of <i>slcc.edu/academics</i>. - Reflect new advising philosophy and MySuccess resources. - Focus on Areas of Study and the programs within each Area of Study. <p>STATUS: Completed Fall 2018 for Fall 2019 new students</p>
2. Pathways Website RFP	<ul style="list-style-type: none"> - Complete rewrite, restructuring of all program pages on SLCC.edu - "Decision Tree" A.I. system built to help guide students to Area of Study program - A.I. system asks students a variety of questions about their academic and career goals. - This tactic will begin once course sequencing is outlined in each of the areas of study. - Before prototypes are identified the RFP and initial web design preparation can begin. - The determination of Pathways in the enrollment (SEM) process will also affect this tactic.



	STATUS: RFP Completed July 2018 to find system creator
3. Advising Area of Study Course Sequence Handout	<ul style="list-style-type: none"> - Create a handout for advisors to give to students during advising sessions - Handout includes 15 credit sequence for Areas of Study Maps - Handout will eventually be adapted for web use and for students to explore/reference beyond advising session. - Deans are responsible for creating content for the 1 page on each Areas of Study Map STATUS: Due for Fall 2019 applicants
4. High School Counselor Communication	<ul style="list-style-type: none"> - Communicate Areas of Study and Pathways at High School Counselor Conference on November 2, 2018. - Add Pathways/Areas of Study information to all handouts given to High School Counselors on High School Tour (beginning Jan 2019) - Update High School Counselor presentations to reflect Pathways STATUS: Beginning Nov 2, 2018
5. Fall 2019 Applicants (Potential New Students)	<ul style="list-style-type: none"> - Utah College Application Week materials changed to communicate Areas of Study. - Update Viewbook to communicate Areas of Study instead of Schools, but still include "pick list" in viewbook. - Update High School Tour presentation to discuss Pathways and Area of Study. STATUS: All materials must be updated for January High School Tour
6. High School Principals Communication	<ul style="list-style-type: none"> - Update High School Principals Luncheon presentation to reflect Pathways and Areas of Study. STATUS: Luncheon Occurs Fall 2018
7. First Year Experience Materials	<ul style="list-style-type: none"> - Update FYE Handbook to reflect Areas of Study. - Update Orientation and Online Orientation materials. - Students at Orientation will be divided into Areas of Study based on their application selection. STATUS: For students beginning Fall 2019
8. Market Research	<ul style="list-style-type: none"> - To gain a comprehensive idea on how students view and communicate about their degree/areas of study it is necessary to do

	<p><i>qualitative and quantitative research (by an external party) to understand vocabulary, behaviors and difficulties:</i></p> <p>QUANTITATIVE MARKET RESEARCH</p> <ul style="list-style-type: none"> - <i>Current students</i> <ul style="list-style-type: none"> o <i>Attending and intent to transfer</i> o <i>On again, off again students</i> o <i>Attending no intent to transfer</i> o <i>Prospective and entering students</i> <p>QUALITATIVE MARKET RESEARCH</p> <ul style="list-style-type: none"> - <i>Focus groups and qualitative interviews</i> <ul style="list-style-type: none"> o <i>Faculty</i> o <i>Advisors</i> o <i>Current students</i> <p>UPDATE: Begin July 2018</p>
9. Update Website for New Admissions Application	<ul style="list-style-type: none"> - <i>Adjust website to integrate the new admissions website.</i> - <i>Redesign slcc.edu/apply</i> <p>UPDATE: Begin July 2018</p>
10. MySLCC Portal Checklist	<ul style="list-style-type: none"> - <i>New students will use portal tracker to guide them through their enrollment process.</i> - <i>Checklist will update students on enrollment status.</i> <p>UPDATE: Sept 2018</p>
11. Area of Study Entry Path Landing Pages/Update Degree Works	<ul style="list-style-type: none"> - <i>Landing pages for each Area of Study that discusses their first course sequence aligned with their selected Area of Study.</i> - <i>The entry paths will need to be integrated into Degree Works.</i> <p>UPDATE: Updated for Fall 2019 applicants registration period</p>

COMMUNICATION PATHWAYS TIMELINE 2018



PATHWAYS COMMUNICATION BUDGET & BRANDING 2018



PATHWAYS COMMUNICATION STRATEGY




BUDGET RESOURCES

There will be budget items that are necessary to strategically complete these communication strategies.

Budget Item	Current or Existing Videos
Pathways Website	<i>FY 2019 Budget Request</i> COST: \$70-80k
Market Research	<i>FY 2019 Budget Request</i> COST: Primary data: \$65,000, Segmented data: \$90,000

PATHWAYS BRANDING

The Pathways communication will follow a consistent look-and-feel for all communication materials.

 <p>Manufacturing, Construction and Applied Technologies</p> <p>Humanities</p> <p>Arts, Communication and Digital Media</p> <p>Health Sciences</p> <p>Science, Engineering and Math</p> <p>Social & Behavioral Sciences, Education and Human Services</p> <p>Business</p> <p>Computer Science and Information Technology</p>	<p>Icons used for Areas of Studies</p>
	<p>Photography includes “paths” and vibrant photos of faculty and students in learning environment</p>
	<p>Graduation student visual will be laced throughout visuals to create consistency and identify communication as Pathway related</p>

PATHWAYS PHASE II

DESIGN PRINCIPLES GUIDELINES

ACADEMIC ADVISING MODEL

COMMUNICATION

DESIGN PROTOTYPE

Visuals include SLCC brand colors but include a theme of forward progress and guidance (arrows, forward progress, etc)