

# **Strategic Communications Program for Recruitment and Retention**

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# **Value and Impact of a Strategic Communications Planning**

- 1. represents a significant step for any organization;**
- 2. represents cultural shift toward communications; and**
- 3. shows a clear recognition of the fact that organizational efforts need communications element**

**Recognition that communication plans and programs at their core enhances institutional success, strengths and capabilities**

- 1. Public education;**
- 2. Grassroots organizing**
- 3. Research and publication**
- 4. Public advocacy**
- 5. Community outreach services; and**
- 6. Even fundraising**

# **Strategic communications plan has the power to strengthen and transform an organization**

- 1. in terms of organizational credibility and status; and,**
- 2. in terms of the way organizational members work together as a team to achieve the mission, vision and goals of the institution**

# **Elements of a Strategic Communications Plan**

- 1. Determine Goal**
- 2. Identify and Profile Audience**
- 3. Develop Messages**
- 4. Select Communication Channels**
- 5. Choose Activities and Materials**
- 6. Establish Partnerships**
- 7. Implement the Plan**
- 8. Evaluate and Make Mid-Course Refinements**

# The Cyclical Process



# Things to Consider in Strategic Communication Planning

1. Specifying Goals of recruitment and retention
2. Expanding our visions of the future
3. Target Areas to reach: Community, In and Out-of-State, Global?
4. Who are our specific audiences?
5. How can we effectively influence decisions?
6. Who are we to persuade?
7. Who are the decision makers?
8. How do we reach out to our target audience given our available resources?
9. How do we communicate our messages effectively?

# Some Notes

“**Collaborative**” means planning and carrying out communication together on a global scale, combining resources and coordinating regional efforts.

“**Strategic**” means focusing on the goal and using scarce resources where they will do the most good. What we do, what we develop as communication materials are the tactics.

Framework of how we should do things is the strategy.

Communication tactics are often confused with strategy.  
“Let’s do a brochure” or “Let’s visit Washington/Brussels/Tokyo” are tactics, not strategy.

# References

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- James Gillies, CERN; Judy Jackson, Fermilab; Youhei Morita, KEK; Eiji Kikutani, KEK; Neil Calder, SLAC; joined by Karsten Buesser, DESY; Philippe Bambade, IN2P3; Phil Burrows, Queen Mary University; Harry Weerts, Fermilab.