Fundamental Area: Enhanced Two-Way Communication

Leadership: Jennifer Litchman, Laura Kozak

Goal 1:   Improve the visibility and reputation of the University of Maryland brand.

Tactic 1:		Priority / Start	FY 2014 Resources	Status	Responsible Person
1.1	Develop consistent brand messaging and positioning for the University.	1	Neutral	Underway	Mike Ruddock
		FY 2013			

Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
1.1.1 Develop and implement an external communications plan.		**Target**		In Process	Completed	Completed	Completed	**G**
		Actual						
Sub-Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
1.1.1.A	Develop media campaigns to highlight success stories across the university.	**Target**		In Process	Completed	Completed	Completed	**G**
		Actual		In Process				
1.1.1.B	Identify target audiences for discrete outreach initiatives.	**Target**		Completed	Completed	Completed	Completed	**G**
		Actual		Completed				
1.1.1.C	Provide media training for thought leaders to position them as experts in their fields.	**Target**		In Process	Completed	Completed	Completed	**G**
		Actual		In Process				
1.1.1.D	Develop lists of all targeted external constituencies.	**Target**		Completed	Completed	Completed	Completed	**G**
		Actual		Completed				
1.1.1.E	Develop campaign to publicize community engagement/ outreach successes.	**Target**		In Process	Completed	Completed	Completed	**G**
		Actual		In Process				
1.1.1.F	Develop and implement an integrated advertising campaign with the Chronicle of Higher Education to build brand awareness for the schools and university.	**Target**		In Process	Completed	Completed	Completed	**G**
		Actual		In Process				

Tactic 2:	Priority / Start	FY 2014 Resources	Status	Responsible Person

Green - Target Achieved | Yellow - Some Progress | Red - No Progress

1.2	Enhance the web as a platform to generate more visibility for the university.		1		FY 13: $65,000 OT		Underway		Amir Chamsaz	
			FY 2013/2014		FY 14: 36K R					
Metrics / Milestones:				Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R	
1.2.1	Hire an information architecture consultant to evaluate and restructure website.	Target			Completed				G	
		Actual			Completed					
1.2.2	Purchase common CMS for the university.	Target			Completed				G	
		Actual			Completed					
1.2.2.1	Reoccurring annual cost associated with hosting CMS	Target				New Cost 36K			N/A	
		Actual								
1.2.3	Create a style guide for branding, editorial, graphics and web content.	Target			Completed				G	
		Actual			Completed					
1.2.4	Develop a mandatory training protocol for web content developers.	Target				Start	Completed		N/A	
		Actual								

Tactic 3:			Priority / Start		FY 2014 Resources		Status		Responsible Person	
1.3	Integrate social media into the university's communication structure and strategies.		2		Minimal		Underway		Alex Likowski	
			FY 2014							
Metrics / Milestones:				Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R	
1.3.1	Create and publicize an inventory of university-sanctioned social media accounts.	Target			In Process	Completed	Completed	Completed	G	
		Actual			In Process					
1.3.2	Develop and implement an electronic communications policy.	Target			In Process	Completed	Completed	Completed	G	
		Actual			In Process					
1.3.3	Hire interactive media specialist to develop and implement comprehensive social media plan for university.	Target				Start	Completed	Completed	N/A	
		Actual								

Goal 2:   Increase and enhance internal communications to foster more collaborative relationships and build an internal sense of community.

Green - Target Achieved | Yellow - Some Progress | Red - No Progress

Tactic 1:		Priority / Start	FY 2014 Resources	Status	Responsible Person
2.1	Develop an internal communication plan to foster interaction among members of the University community.	1	FY 13: $84,300 OT	Underway	Amir Chamsaz
		FY 2013			

Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
2.1.1	Create a mobile application.	Target		Completed	Completed	Completed	Completed	G
		Actual		Completed				
2.1.2	Develop internal campaign to highlight faculty, staff and student successes.	Target		In Process	Completed	Completed	Completed	G
		Actual		In Process				
2.1.3	Create a common university-wide events calendar.	Target		Completed	Completed	Completed	Completed	G
		Actual		Completed				

Tactic 2:		Priority / Start	Fiscal Impact		Status	Responsible Person
2.2	Create a single portal for the entire University that is interactive and customizable (working with CITS).	2	Minimal (<$250K)		Not Started	Peter Murray
		FY 2013 **(Rephase 2015)**	also on CITS plan	will consult with them		

Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
2.2.1	Identify existing university portals.	Target		Not Started	In Process	Completed	Completed	
		Actual		Not Started				
2.2.2	Organize and implement a user-defined portal as the main internal communication tool for the university.	Target			In Planning	In Process	Completed	
		Actual						

Goal 3:	Develop a communications structure and framework that supports people, programs, and partnerships engaged in the work of the University.

Tactic 1:		Priority / Start	FY 2014 Resources	Status	Responsible Person
3.1	Change the methods, tools, and practices by which we communicate and collaborate internally and externally as a	2	Neutral	Underway	Laura Kozak/Peter

Green - Target Achieved | Yellow - Some Progress | Red - No Progress

| 3.1 | communicate and collaborate internally and externally as a university. | FY 2013 | | Underway | Murray (3.1.3) |

Metrics / Milestones:		Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
3.1.1	Reinvent Communications Council and create sub-committees to address specific areas.	Target					G
		Actual	Completed	Completed	Completed	Completed	
3.1.2	Establish an Executive Communications Committee to help carry out the University's communication plan (including strategic plan implementation and branding and positioning).	Target	Completed				G
		Actual	Completed	Completed	Completed	Completed	
3.1.3	Develop one university e-mail system with standardized distribution lists (working with CITS).	Target		In Planning	In Process	Completed	N/A
		Actual					

Tactic 2:		Priority / Start	Fiscal Impact	Status	Responsible Person
3.2	Create university-wide opportunities to unify and celebrate the university.	2	Minimal (<$250K)	Not Started	Jennifer Litchman / Laura Kozak
		FY 2014			

Metrics / Milestones:		Baseline	6/30/12	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
3.2.1	Plan and implement a University-wide convocation and all employee/student volunteer day.	Target			In Process	Completed	Completed	N/A
		Actual						
3.2.2	Plan and implement a promoted faculty reception.	Target		In Process	Completed	Completed	Completed	Completed	G
		Actual			Completed				
3.2.3	Establish events to foster creativity and collaboration among faculty, staff and students.	Target		In Process	In Process	Completed	Completed	Completed	Y
		Actual			In Process				

Tactic 3:		Priority / Start	Fiscal Impact	Status	Responsible Person
3.3	Create a resource to capture research interests, community engagement, publications, scholarships, awards, etc. to facilitate collaboration and sense of community.	2	Requesting: 160k* recurring / 30k** one-time	Not Started	Laura Kozak / Clare Banks (3.3.2)
		FY 2014			

Metrics / Milestones:		Baseline	6/30/12	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R

Green - Target Achieved | Yellow - Some Progress | Red - No Progress

3.3.1	Inventory current databases and evaluate deficiencies (working with CITS).	**Target**				**Start**	Completed	Completed	**N/A**
		Actual							
3.3.2	Develop a dymanic and comprehensive online resource to be used university wide to inspire our diverse communities to engage in campus life, promote the university brand, facilitate collaboration and a sense of community, and to be a centralized "hub" of information. (New Tactic)	**Target**				**Start**	Completed	Completed	
		Actual							
3.3.3	Hire Photographer and Web Content Writer/Manager (New Tactic)	**Target**				**Start**	Completed	Completed	
		Actual							

* Added the extra 20k for fringe - recurring costs

** Added 30k for server hardware and software costs - one-time

Green - Target Achieved | Yellow - Some Progress | Red - No Progress