Communicating Strategic Planning at UH Hilo

**Action required:** SPC members are asked to:

- **Note** the current mechanisms that have been utilized to communicate the planning process to the campus
- **Discuss** how to improve the current mechanisms and suggest ideas for different approaches to ensure faculty, staff, students and the local community are kept updated and engaged in the process.
- **Agree** any changes to the current mechanisms that may need to be made

1. **Introduction**

Effectively communicating the process of strategic planning is one of the most important aspects of ensuring a plan is well developed, implemented and then integrated in the fabric of the institution. The SPC needs to communicate effectively with all key constituents – faculty, staff, students and the local Big Island community – during development of the plan, and the university needs to continue communication throughout its implementation.

Communication mechanisms will be utilized for two main purposes:

- To inform constituencies of progress and feedback on outcomes
- To seek feedback from constituencies on drafts of the plan/activities undertaken by the SPC

2. **Current Mechanisms**

So far, communications have related to the ‘pre-planning’ initiative and nominations process for the committee. The following mechanisms have been utilized:

2.1 **Informing constituencies of progress**

- Strategic planning website [www.hilo.hawaii.edu/strategicplan](http://www.hilo.hawaii.edu/strategicplan)
The website requires review and revision now that pre-planning has ended. It needs to be streamlined and key messages pulled-out and made more obvious.

- **Ka Lono Hanakahi faculty/staff newsletter**
  Every month since September 2010, Siân Millard has written an article for the Ka Lono Hanakahi newsletter updating faculty/staff on progress with pre-planning. It is recommended that all future articles (from December’s issue onwards) be authored by the SPC (Siân to draft and Chair to approve).

- **UH Announce email**
  Some key announcements like the preplanning survey consultation, listening tour sessions for students and nominations for the SPC have been issued via UHH Announce listserv.

- **UH Hilo Announcements webpage, facebook and Twitter**
  Web-media have been utilized to promote preplanning activities – particularly in advertising the survey consultation – and the nominations process.

- **Hawai‘i Tribune Herald newspaper**
  To try to reach community members, an announcement about UH Hilo strategic planning was issued in September 2010 under the Chancellor’s column. In the column, the community was informed that the university is undertaking strategic planning and were invited to submit their views via the listening tour’s companion survey.

- **Chancellor’s Executive Committee**
  Siân has given presentations at two Chancellor’s Executive Committee meetings to keep the UH Hilo executive updated and informed of progress in pre-planning. It is suggested that this practice be continued and perhaps extended to other standing groups as appropriate.

### 2.2 Seek feedback from constituencies

During the preplanning phase, feedback has been sought from three main mechanisms:

- **Survey consultation**
  A survey consultation called 'What really matters at UH Hilo?' was run from April to June 2010. A report of the survey responses can be accessed at www.hilo.hawaii.edu/strategicplan/preplanning These will be discussed at a future SPC meeting.

- **Listening tour**
  Complimenting the survey consultation, a listening tour took place between June and November 2010 to gain views on UH Hilo from 31 groups in a face-to-face setting. The groups met with included faculty, staff, students and community members.

- **Strategic Planning Coordinator**

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1. The ‘listening tour’ is part of pre-planning efforts to gather views on UH Hilo. Its outcomes will be discussed at a forthcoming SPC meeting.
Siân acts as a general point of contact for all questions on UH Hilo strategic planning. Siân’s contact details are on all pages of the strategic planning website and are sent out with every communication. Individual constituents have visited/emailed Siân with their specific feedback.

3. Areas for Improvement/Consideration

The SPC needs to engage in a mix of one- and two-way communication mechanisms to ‘get messages out’. We need to be consistent and systematic in the key messages we want to relay and ensure that all communications are delivered positively. As SPC members, you will play an important role in communication. The following improvements/considerations for future communications are suggested and members are invited to discuss them:

3.1 Improvements

- Submissions to the Ka Lono Hanakahi newsletter should continue and be authored by the SPC (with Siân to draft and the Chair to approve)
- The strategic planning website should be streamlined to reflect the SPC’ key messages and make updates on progress more accessible
- Web-media should continue to be utilized to emphasize important messages or advertise consultation events. Siân will facilitate all such communications.

3.2 Considerations

- The SPC should have a discussion about the key messages it wants to emphasize throughout this planning process
- As champions of UH Hilo strategic planning, SPC members are asked to talk to their colleagues/groups about the work of the Committee and seek their feedback on key issues being discussed (where not confidential)
- The SPC will need to discuss what type of consultation activity/event(s) may be appropriate during various stages of the process. Two-way communication mechanisms are recommended wherever possible.
- Should other standing groups be added to the Chancellor’s Executive Committee and regular groups where an update on strategic planning progress is given – either in person by Siân/an SPC member, or in writing (bullet point list)?
- How can we ensure we communicate effectively with the local community – East and West sides of the Island?