Communication Plan

The Strategic Framework will be submitted to Dean Langley by February 28 and launched to Library staff and the public on March 4, 2020.

**Internal Communication**

All Staff Email

- Receipt of Framework and next steps - February 28
- Distribution of the Framework (after open meeting) - March 4
- Call for nominations for the Implementation Team - by March 16

In Person

- Launch meeting to provide overview and distribute Framework - March 4
- Meeting with Dean’s Library Council for review and next steps - March 10
- Two informal open forums for all staff with the Strategic Framework Steering Committee (SFSC) for discussion and Q&A in early March
- Brown bags/office hours with SFSC and newly formed Implementation Team to discuss the Framework and how it can be integrated into area/unit/individual goals in late March/April

Visuals

- Posters of the one-page summary for display in staff spaces
- Giveaways
- Website (dedicated page and updated Dean Langley’s welcome)

**External Communication**

- Key stakeholders, Provost/Deans, USG, PLAC, and external community - Dean Langley and the communications unit will determine appropriate form of contact (email, meetings, presentations, etc.) The SFSC will also be available for outreach to campus partners as needed.

**Marketing**

- Website, social media, library monitors
- Blog posts
- UConn Daily Digest

**Key Target Dates**

- February 28 – Strategic Framework submitted to Dean Langley
- March 4 – Distribution of Framework to staff at open meeting and website launch.
- March 10 – Meeting with Dean’s Library Council
- March 16 – Nominations due for Implementation Team