



Strategic Framework 2020

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