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## Developing a College-Going Culture

# Strategic Communications Plan Template

West Virginia Higher Education Policy Commission  
Division of Student Affairs  
(304) 558-0655

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Communications Plan for <insert>

# Goal

Replace this sentence with a specific, measurable, attainable, relevant, and time-limited goal.

# Research

### Background and Context

Insert

### Target Audiences

#### Audience 1: <insert>

* Demographics
  + Characteristic
  + Characteristic
  + Characteristic
* Behaviors & Habits
  + Insert
  + Insert
* Beliefs
  + Insert
  + Insert
* Influences
  + Insert
  + Insert
* Hopes
* Fears

#### Audience 2: <insert>

* Demographics
  + Characteristic
  + Characteristic
  + Characteristic
* Behaviors & Habits
  + Insert
  + Insert
* Beliefs
  + Insert
  + Insert
* Influences
  + Insert
  + Insert
* Hopes
* Fears

### Influencers and Enablers

Influencers and enablers are people who can help you reach your target audience (influencers) or people who are critical to have on board in order to effectively do your work (enablers).

#### 

#### Influencer/Enabler 1: <insert>

* Beliefs
  + Insert
  + Insert
* Motivations
  + Insert
  + Insert
* Assets
  + Insert
  + Insert
* Why should they help you?
* How, specifically, can they help you?

#### Influencer/Enabler 1: <insert>

* Beliefs
  + Insert
  + Insert
* Motivations
  + Insert
  + Insert
* Assets
  + Insert
  + Insert
* Why should they help you?
* How, specifically, can they help you?

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# Message

### Positioning Statements

#### 

#### Audience 1:

Insert elevator pitch for this initiative tailored specifically for this audience.

#### Audience 2:

Insert elevator pitch for this initiative tailored specifically for this audience.

#### Audience 3:

Insert elevator pitch for this initiative tailored specifically for this audience.

Etc.

### Talking Points

Use the following questions to write talking points for your initiative. General talking points will stay fairly consistent regardless of the audience. Audience-specific points should be designated as such (see “Why Should Your Audience Care” section below).

#### What is happening? Or what is the critical information to know?

Insert

#### 

#### Who is this initiative, service, or message for?

Insert

#### Who is behind it? Are there any partners?

Insert

#### 

#### When is it happening? Are there deadlines? When is this message relevant to your audience?

Insert

#### Where is this happening? Or where can they find more information?

Insert

#### Why should your audience members care?

**Note:** In this section, you may want to expand on your positioning statements and develop additional talking points segmented by audience. After all, your audiences’ concerns, needs, interests, and methods of communicating vary.

# 

# Objectives and KPIs

### Objective 1: <insert>

#### Measure: <insert>

* KPI 1: <insert>
* KPI 2: <insert>

### Objective 2: <insert>

#### Measure: <insert>

* KPI 1: <insert>
* KPI 2: <insert>

Etc.

# Timeline and Budget

##### Timeline: <Insert>

##### Total Budget: <Insert>

### Detailed Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| **Task or Milestone** | **Assigned To** | **Collaborators** | **Date** |
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### Detailed Budget

|  |  |  |  |
| --- | --- | --- | --- |
| **Expense** | **Vendor** | **Any Match?** | **Amount/Cost** |
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# Strategy

### Strategy 1: <insert>

* Tactic 1: <insert>
  + Channel: <insert>
* Tactic 2: <insert>
  + Channel: <insert>

### 

### Strategy 2: <insert>

* Tactic 1: <insert>
  + Channel: <insert>
* Tactic 2: <insert>
  + Channel: <insert>

Etc.

# Feedback and Follow-Through

### 

### Pre-Campaign

##### 

##### How will you gain feedback on this initiative from your target audiences or partners?

Make sure any action items associated with developing a feedback mechanism are included in your timeline and budget.

##### How will you collect the information needed to accurately measure your success toward meeting your objectives?

##### How do you plan to expand on the relationships you build through this effort? How can you stay in touch and maintain communication?

For example, you might collect email addresses or cell phone numbers through a giveaway or a promise to deliver ongoing college planning tips.

### Post-Campaign

##### 

##### To-Do List

* Schedule and hold the debrief meeting with your team
* Review your objectives and KPIs and compile a summary report
* Follow up with audience members or partners as appropriate or as promised

##### Questions to Ask During Debriefing

* Did we meet our objectives? (Review report.)
* What did we learn about our target audience(s)?
* What went well?
* What could be improved?
* What are our next steps?

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