

Centre for Teaching and Learning (CTL) Communications Plan (External)

1. Target Audience

- All faculty and graduate students at the University of British Columbia Okanagan (UBCO), seeking teaching development opportunities, resources and ideas.

2. Key Messages

- CTL ~~leads, promotes and~~ supports ~~and promotes~~ teaching and learning excellence, innovation and scholarship.
- CTL promotes and supports evidence-based, innovative and sustainable strategic program enhancement initiatives
- CTL encourages and supports emerging, grassroots investigations of novel approaches to teaching and learning.
- CTL supports faculty and instructors with professional development and teaching enhancement.
- CTL helps tomorrow's faculty, teaching assistants and graduate students prepare for the classroom.
- CTL fosters undergraduate academic success by supporting program development.
- CTL provides a supportive, collegial ~~and confidential~~ atmosphere.
- CTL is an active partner in supporting UBC's goals associated with recognizing and rewarding teaching excellence.
- CTL ~~promotes and leads, supports and promotes~~ innovative classroom design.
- CTL ~~promotes, leads, supports and explores and promotes~~ innovative uses of technology designed to enhance teaching and learning.

Commented [b1]: Do we want to use this word?

3. Communications Goal(s)

- Raise faculty and graduate student awareness of the range of opportunities and services available through the CTL to help them advance their teaching practice and celebrate teaching excellence.
- Redesign the communication tools that are currently used, to modernize their look and feel.
- Develop new communications initiatives to further communicate CTL offerings to a wider audience.
- Ensure regular and timely communication of available services, resources, and events.
- Communicate information relevant to evidenced based new teaching and learning practices.

4. Communications Strategies and Tactics

Goal 1: Raise faculty and graduate student awareness of the range of opportunities and services available through the CTL to help them advance their teaching practice and celebrate teaching excellence.

Strategies	Tactics	Communication Channels	Responsibility for Implementation	Timeline
Highlight topical initiatives that CTL is currently involved in on the HomePage of the website	<ul style="list-style-type: none"> Update the HomePage of the website on a regular basis to reflect the various initiatives as they are relevant 	Website	Bill	Monthly
Use the newsletter as the monthly communications vehicle for CTL. Highlight current items such as events and workshops. Provide links to identified relevant educational resources.	<ul style="list-style-type: none"> Update mail list on a monthly basis. Email newsletter using the mailing on a consistent timetable 	Newsletter	Bill	Monthly
A letter welcoming new faculty to UBCO, which outlines the range of opportunities and services offered by CTL.	<ul style="list-style-type: none"> Include an invitation to a new faculty specific event so that they can experience our services first hand. 	Welcome Letter	Peter, Lynne	August/September

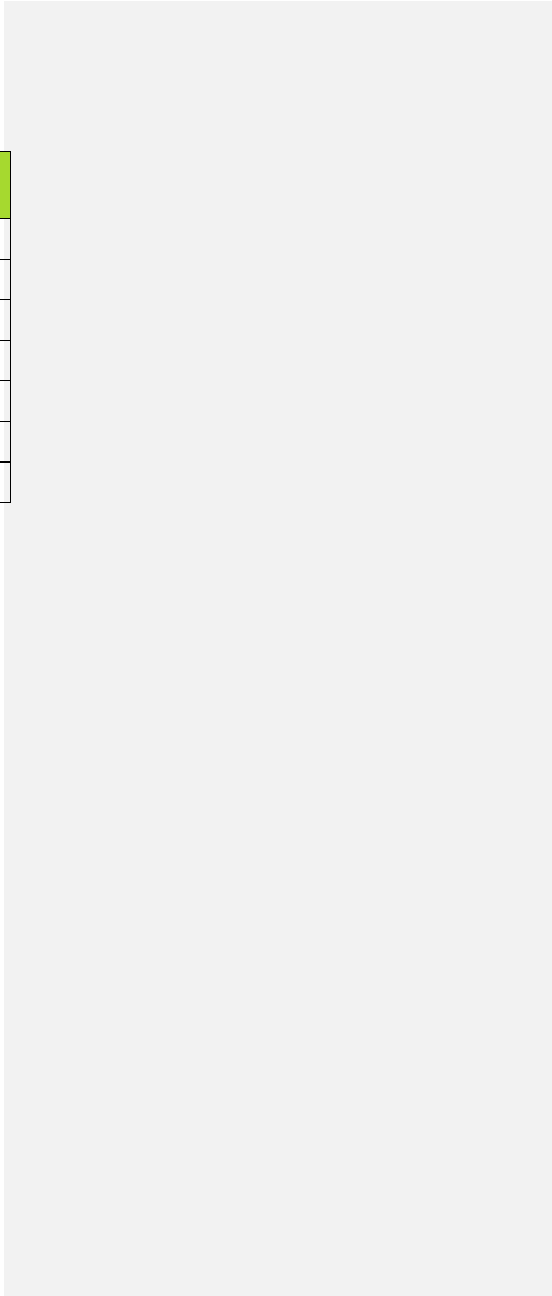
Strategies	Tactics	Communication Channels	Responsibility for Implementation	Timeline
Continue the CTL Open House where all faculty are invited to stop by and experience what CTL has to offer.	<ul style="list-style-type: none"> • Create various displays outlining various initiatives that CTL is currently promoting • Refreshments will be served. 	Open House	Peter, Heather, Bill	August/September
Table set up at the Welcome Back BBQ. Information on the variety of CTL Services would be highlighted.	<ul style="list-style-type: none"> • Provide a short questionnaire asking faculty what services they like from CTL and what services they would like from CTL. 	Orientation	Peter, Heather, Bill	August/September
A letter for all administrative assistants that describes the TA Credential program that can be sent to all newly appointed TAs.		Information letter	John	June April
Peter will ask to attend Unit faculty meetings to celebrate our offerings				
How will we handle brochures and other printables?				
Panel of second year teachers				

Strategies	Tactics	Communication Channels	Responsibility for Implementation	Timeline
Signage and posters? Wording and signage for physical office area?				
Can we get ourselves on the UBCO Video Carousel?				

Goal 2: Redesign the communication tools that are currently used, to modernize their look and feel.

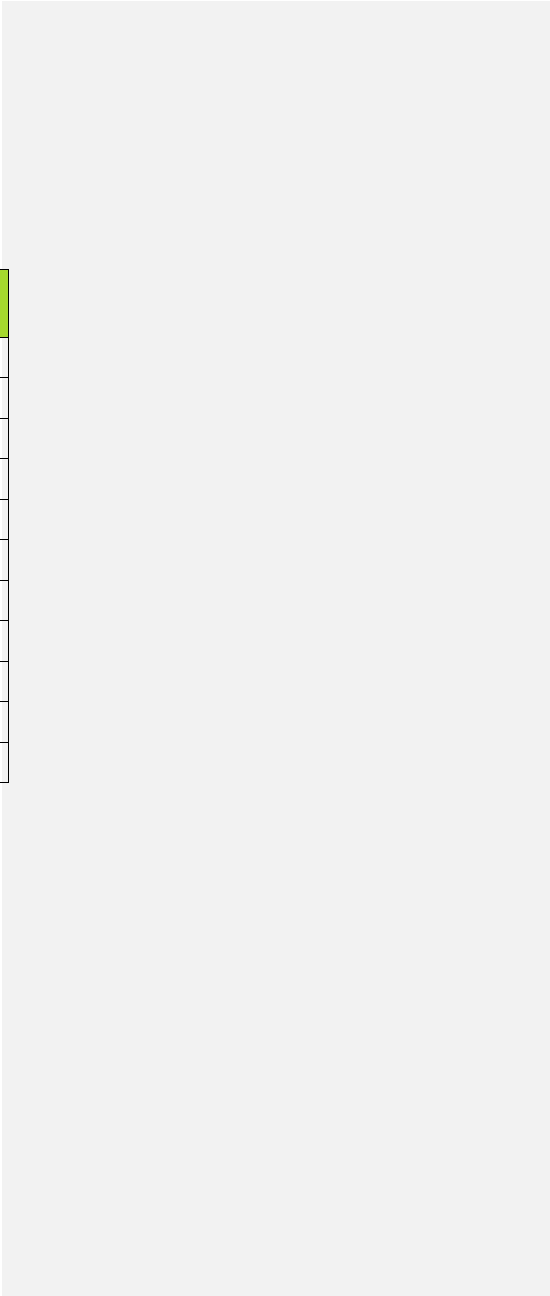
Strategies	Tactics	Communication Channels	Responsibility for Implementation	Timeline
<p>Redesign the CTL Website to highlight a new focus on teaching / learning excellence; educational research support; and services offered</p>	<ul style="list-style-type: none"> • Create the new website using WordPress as the shell • Work with Jamie Edwards to improve the design and natural flow of the site 	<p>UBC OLT Blog Space</p>	<p>Bill</p>	<ul style="list-style-type: none"> • Design and create – Fall, 2016 • Full implementation – January, 2017 • Ongoing updating on a daily, weekly and/or monthly basis (as needed)
<p>Redesign the monthly CTL newsletter to make it easier to create.</p> <p>Redesign the newsletter template so that there is a consistent format month to month.</p> <p>Review the intent of the newsletter to provide a consistent focus on the type of content to be included</p>	<ul style="list-style-type: none"> • Use MailChimp as the shell for the newsletter • Web based • Allows for a maintained mailing list • Highlights problem email addresses on the mailing list • Provides usage analytics • Allows people on the mailing list to unsubscribe if they no longer wish to receive the newsletter 	<p>MailChimp CTL maintained mailing list</p>	<p>Bill</p>	<ul style="list-style-type: none"> • Monthly

Strategies	Tactics	Communication Channels	Responsibility for Implementation	Timeline



Objective 3: Develop new communications initiatives to further communicate CTL offerings to a wider audience.

Strategies	Tactics	Communication Channels	Responsibility for Implementation	Timeline



Goal 4: Ensure regular and timely communication of available services and events.

Strategies	Tactics	Communication Channels	Responsibility for Implementation	Timeline
Advertise on an electronic bulletin board in a prominent place all CTL programs.				



6. General Timeline

Month	Task	Team Member
July	Newsletter	Bill
	Program Guide	Bill
	Website	Bill
	Thank a Prof	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill
	Admin letter re TAS	John
August	Newsletter	Bill
	Program Guide	Bill
	Programming Poster	Bill
	Orientation Table	Bill
	CTL Brochure	Peter, Heather, Bill
	Thank a Prof	Bill
	Faculty Guide	Peter, Heather, Bill
	Website	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill

Month	Task	Team Member
September	Newsletter	Bill
	Open House	Heather, Bill
	Website	Bill
	Thank a Prof	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill
October	Newsletter	Bill
	Website	Bill
	Program Guide	Bill
	Thank a Prof	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill
	Faculty Survey and Focus Groups	Peter, Heather
November	Newsletter	Bill
	Website	Bill
	Program Guide	Bill
	Thank a Prof	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill
	SEOT Advertising	Lynne

Month	Task	Team Member
December	Newsletter	Bill
	Website	Bill
	Program Guide	Bill
	Thank a Prof	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill
	SEOT Advertising	Lynne
	Learning Conference <ul style="list-style-type: none"> <li data-bbox="373 672 527 698">• List Serves <li data-bbox="373 699 491 725">• Posters <li data-bbox="373 727 497 753">• Website 	Peter, Heather, Janine Bill Bill
	January	Newsletter
Website		Bill
Program Guide		Bill
Thank a Prof		Bill
Global Newsletter Contribution		Bill
Event Espresso		Bill
Learning Conference <ul style="list-style-type: none"> <li data-bbox="373 1047 537 1073">• Registration <li data-bbox="373 1075 497 1101">• Website 		Bill, Tricia Bill

Month	Task	Team Member
February	Newsletter	Bill
	Website	Bill
	Program Guide	Bill
	Thank a Prof	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill
	Learning Conference	
	<ul style="list-style-type: none"> <li data-bbox="373 633 537 662">• Registration <li data-bbox="373 662 499 691">• Website 	Bill, Tricia Bill
March	Newsletter	Bill
	Website	Bill
	Program Guide	Bill
	Thank a Prof	Bill
	Global Newsletter Contribution	Bill
	Event Espresso	Bill
	SEOT Advertising	Lynne
	Learning Conference	Bill, Tricia
	<ul style="list-style-type: none"> <li data-bbox="373 1018 537 1047">• Registration <li data-bbox="373 1047 499 1076">• Website <li data-bbox="373 1076 485 1105">• Poster <li data-bbox="373 1105 569 1135">• Program Guide 	Bill Bill Bill Bill

7. Evaluating Communication Success

The goals outlined in this plan can be measured in the following ways:

Audience	Content	Format / Media	Timing	Evaluation Tool
		Website	Monthly	Google Analytics
Mailing List	Monthly information about what is happening in CTL: events and workshops being offered; links to appropriate educational resources; how-to ideas for specific tech tools, etc.	Newsletter	Monthly	MailChimp Analytics
New Faculty	A letter welcoming new faculty to UBCO, which outlines the range of opportunities and services offered by CTL. This letter could include an invitation to a new faculty specific event so that they can experience our services first hand.	Welcome Letter	August/September	The number of new faculty who accept the invitation to the highlighted event and actually show up.
All Faculty	Usually an afternoon event where all faculty are invited to stop by and experience what CTL has to offer. Displays outlining various initiatives that CTL is currently promoting could be included to promote attendance. Refreshments are often served.	Open House	August/September	The number of faculty members to attend the open house.

Audience	Content	Format / Media	Timing	Evaluation Tool
New Faculty	Table set up at the Welcome Back BBQ. Information on the variety of CTL Services would be highlighted.	Orientation	August/September	Head count of people who stop by the table.
TAs		Workshops	Aug- Oct	Increased attendance