



# The University of Texas at Austin

## Office for Inclusion and Equity

### **Communications Plan for the Diversity Planning Process (Stage 2) in the College of Fine Arts at The University of Texas at Austin**

December 1, 2011

#### ***Purpose***

The purpose of the Communications Plan is to ensure that audiences internal and external to the College of Fine Arts, including students, faculty, staff, administrators, alumni and community partners, understand the diversity planning process and its goals, objectives, timelines, key decisions and overall impact.

#### ***Communications Goals***

1. Provide consistent and timely messages about diversity planning progress and goals
2. Engage college constituents in the process and communicate key decision points as they occur
3. Ensure that accurate, ongoing messages are delivered in understandable language through a variety of communications methods
4. Provide feedback mechanisms for college constituents
5. Establish communications methods internal to the college first; establish external constituent communications as appropriate
6. Recognize diversity-related initiatives and projects taking place within the college

#### ***Communications Methods/Process***

- **Official announcement of process from the Dean**
  - E-mail or hard copy to all internal college constituents
- **Newsletters from the Dean**
  - Include updates on diversity planning process in periodic newsletters
- **Dean's annual addresses to departments**
  - Include updates on diversity planning process in departmental addresses
- **Website**
  - Include section or page on COFA website regarding committee and process
- **Meeting updates/announcements**
  - Include in relevant departmental and leadership meetings
- **Blog**
- **Social media**
- **Postcards** or other printed media