Strategy: Strengthen internal communications, transparency and collaboration (5.2.)

Date: Fall Quarter 2012

Summary of Activities

The leadership team met twice to discuss:

- The various communication channels/tools currently used around the school
- The flood of information provided through e-mail, etc. and potential strategies for reducing the volume of e-mails while maintaining access to information.
- How to improve communication of faculty interests, research projects in progress and expertise to promote research collaborations
- Faculty web pages – potential for new template and automatic population of data through MIV
- Promotion of faculty awards
- Improved technology to allow electronic newsletters, e-mails with formatting to be more easily viewed and read on smartphones, iPads, etc.
- Discussed potential survey questions.

Resource Materials/Data Analysis

- Reviewed elements of the SVM Strategic Communication and Targeted Marketing Plan
- Reviewed VIPER web site for general information access (beyond CERE, CREST & CTS)
- Developed a detailed listing of SVM Communication Channels

Upcoming Activities/Initiatives

- Working with Education Specialist Karen Boudreaux to design a survey for faculty, staff and students regarding their preferred channels of internal communication.
- Developing an invitation/announcement for department chairs offering to present a brief VIPER demonstration for each department

Accomplishments

N/A