

Recommendations for the COPLAC Board from the Communications Summer Institute

June 2015

Goal

- Public liberal arts becomes a known and valued sector in higher education

Short Term Objectives

- Establish infrastructure and system for communicating among COPLAC members by end of 2015 calendar year
 - S1. Explore, propose, and implement technologies (UNC Asheville)
- Define an accessible public liberal arts brand promise
 - S1. Spearhead a committee to develop and propose brand promise to communicator group by December 1, 2015 (Eastern)
 - S2. Distribute to COPLAC Board for approval at AAC&U
- Increase communications support in COPLAC office
 - S1. Hire a skilled communication specialist for at least 20 hours a week
 - S2. Implement a media monitoring and aggregation tool for approximately \$5,000 annually to track progress

Long Term Objectives

- Measure progress of short term objectives
 - S1. Convene communication group in 2016 a minimum of 1 month before COPLAC annual meeting
 - S2. Evaluate and refine the public liberal arts brand promise by 2017 COPLAC annual meeting
- Raise awareness of public liberal arts sector
 - S1. Identify key internal and external audiences/stakeholders
 - S2. Share public liberal arts stories and successes on social media and to other media outlets
 - S3. Develop and communicate key messages from brand promise