

SCCRC Communications Plan							
Purpose Codes:	C = Collect information from others D = Decide; action required, persuade others to take action E = Exchange information, dialogue G = Govern; project governance, compliance I = Inform others, engage stakeholders						
	What (The Content of the Communication)	Why (See purpose codes above)	Who Initiates	How (Communication Method)	Recipients	Important Info to Include	When (Timing or Periodicity)
A. Initial Communications (or One-Off Communications)							
Industry/regional events:	I	Key Talent	Email, Flyers, Evite, Eventbrite, SCCRC Website	Luann, Diane, and Amanda.	Indicate if you'd like a "Register" button.	As soon as known or at least one month prior	Amanda inputs into web template and/or works with Marketing contact to put on Events tab on the website. Key Talent to provide URL if required. Key talent emails audience.
Event flyers	I	Key Talent	Distribute hard copy at SCCRC meetings; electronic copy distributed via email	Luann, Diane, and Amanda.	All event details and contact person		SCCRC (Deans, Key Talent, CTE Liaisons) distributes to relevant audience; Amanda to post flyer to website
Featured article	I	Key Talent	Email	Luann, Diane, and Amanda.	Story-worthy content and press releases		Amanda forwards to Marketing and creates 2 articles per month
General News Item	I	Key Talent	Email	Luann, Diane, and Amanda.	Include who you want the email to reach and how you'd like it pushed out.		Amanda emails requested audience.
General Communication	I	Key Talent	Email	Faculty with appropriate Deans cc'd to include CTE voting dean			
Consortium Meeting Communication	C, D, E, G, I	Regional Chairs	Email/ website	SCCRC members	Agenda/ minutes	* Agenda preferably one week prior to the meeting date * Minutes at least two weeks post meeting * RC's to send a "call-out" for items to be placed on the agenda at least two weeks prior to meeting.	* RC's to adopt a universal template for agenda and minutes (have means to follow up on action items for meetings discussions) * Have process to follow up with individuals for next meeting
B. Recurring Communications							
Key Talent SCCRC Monthly Updates	C, D, E, I	Key Talent	3 Slide PPT. Additional handouts can be included.	SCCRC (Key Talent to send to Amanda to put together)	Outcomes, Current activity, upcoming activity	Monthly (need to get to Amanda no later than one week prior to meeting date)	Amanda to have for meeting review and to post to website post meeting.
Quarterly meeting with SWP Project Leads and Regional Chairs (Proposed)	C, D, E, G, I	Regional Chairs	Face to face or ZOOM	Key Talent, SWP Projects in Common project leads, and College regional SWP share	Agenda that includes SWP metrics, outcomes, Sector projects in common.	Quarterly	Regional chairs to send Doodle poll; Key Talent to respond in timely manner; Regional chairs to convene.
Monthly CEO & CIO Update	I	Regional Chairs	Email	CEOs & CIOs; Fwd both CTE Deans and Key Talent, CTE Liaisons	Outcomes, Current activity, upcoming activity	Monthly	KeyTalent needs to submit a sentence (no more than two lines) to RC's of any information or events no later than the 15th date of the month for RC's to send out with attached link/ url.
College CTE & SWP Programs	E, I, C, D	College Deans (designated staff/faculty)	Email	Key Talents/ RC	Activity, events, needs for resources. support, new program development (sector specific)	Quarterly/ Ongoing	Colleges need to include the Key Talent for local and regional support for ongoing activities related to CTE and SWP to help leverage resources.
Quarterly meeting with Key Talent and Regional Chairs (Proposed)	C, D, E, G, I	Regional Chairs	Face to face	Key Talent	Agenda that includes SWP metrics, Regional Strategic Plan, Sector activities, collaborative projects/ events (i.e. counselor workshops).	Quarterly/ prior to consortium meeting	RCs to set up dates for the year and meeting location/room.
C. Close-out Communications (project completion)							
Key Talent Outcomes	E, I	Key Talent	Reports - SCCRC Website	SCCRC Executives (CEO, CIO, Deans)	Based on CCCC requirements	Quarterly/ Annual	Key Talent to submit to blog