Evergreen Valley College EMP Project Communications Strategies

GENERAL COLLEGE COMMUNITY

- **EMP Committee functions as information conduit:**
  - Communicates with constituency groups regarding the EMP project purposes, the planning process, and opportunities for input.
  - Reports with constituents’ questions and comments at to the EMP Committee each EMP meeting (regular standing agenda item).

- **Online Input Forum - The Tablet**
  - Comments, questions, ideas, perspectives from the college community may be submitted via this online portal.
  - EMP Committee will review submissions at each meeting and develop responses as appropriate to disseminate.

STUDENTS

- **Opportunities for engagement and input through:**
  - postings on social media (Instagram, Facebook, Twitter), particularly regarding;
  - texting platform to message students this way;
  - email through Canvas posting or Constant Contact;
  - Newsletter every other week and just for students (e.g., [https://conta.cc/3awYIH7](https://conta.cc/3awYIH7))

- **Focus groups**
  - Do one blast with multiple dates and times; ask students to RSVP for a specific date/time.
    - Middle College and/or Dual Enrollment – coordinate through Robbie Kunkel, Division Dean, Library, Learning Resource Center, Adult Education, Distance Education, Dual Enrollment & Strategic Initiatives (Roberta.kunkel@evc.edu)
    - Special programs students - Aspire; Umoja; EOPS,TRIO, Upward Bound, Talent Search (see [https://www.evc.eduacademics/special-academic-programs](https://www.evc.eduacademics/special-academic-programs))
    - DSPS
    - Associated Students

- Note: whatever messages are sent to students are also sent to the faculty.

FACULTY AND CLASSIFIED

- Email from Tammeil is best; "Tammeil's Tidbits"
- Academic and Classified Senates
- Post on Canvas for Faculty

COMMUNITY/EXTERNAL

- Will need Tammeil to advise and guide this effort.