

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/3awYIHF>)
- **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.edu/academics/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.