STRATEGIC COMMUNICATIONS PLAN SUMMARY

Office of the Executive Vice Chancellor and Provost
MESSAGE FROM THE EXECUTIVE VICE CHANCELLOR AND PROVOST

At NC State, we “Think and Do” through transparent, forward-thinking communications. The Office of the Executive Vice Chancellor and Provost’s Strategic Communications Plan aligns with this ideal to strengthen the connection between the office and the university community.

The Strategic Communications Plan was developed by a working group and advisory committee within the Provost’s Office, with extensive input from stakeholders across NC State’s campus and guidance from University Communications. The plan will enable the Provost’s Office to increase our value and service to the university, and it will help us provide communications leadership that will further strengthen NC State’s academic reputation.

I’m excited to present this plan at a time when NC State continues its upward trajectory in a variety of academic rankings. Through the implementation of a comprehensive communications strategy, we can lay the groundwork for sustained academic excellence.

This document summarizes key components of the Strategic Communications Plan. I encourage you to review the summary to increase your familiarity with communications administered by the Provost’s Office and to better understand the office’s integral relationship with faculty and student success.

Executive Vice Chancellor and Provost Warwick Arden
GOALS

The plan is focused on five primary goals:

Goal 1
Build Awareness
Increase knowledge about the Provost’s Office, its role and the breadth of resources it provides to faculty, staff and students as the academic heart of the university community.

Goal 2
Evaluate, Update and Innovate Communications Assets and Processes
Understand and define opportunities for Provost’s Office communications improvements in both day-to-day and strategic communications. Improve communications processes and assets.

Goal 3
Become the Go-To Faculty Resource and Advocate On Campus
Build and support the image of the Provost’s Office as the authoritative resource and advocate for faculty and academic administrators on campus.

Goal 4
Define the Culture, Image and Brand of the Office
Build a culture of open, transparent and dialogic communications between the Provost’s Office and the university community.

Goal 5
Provide Communications Leadership for University Strategic Initiatives
Provide primary communications oversight for strategic planning, including processes and metrics, as well as for designated university strategic initiatives.
The Provost’s Office will create messaging focused on the following themes. These themes directly support NC State’s strategic plan and demonstrate the integral role the Provost’s Office plays within the university community.

**Faculty Excellence and Support**
The Provost’s Office values faculty contributions and works tirelessly to mold a positive and supportive climate for faculty excellence at NC State. Our faculty, at all levels and in all sectors of the university, are the cornerstone of student success.

**Student Success**
The Provost’s Office is the behind-the-scenes champion of student success at NC State. We facilitate all academic and student experience programs, helping the university fulfill its strategic mission of student advancement.

**University Excellence**
The Provost’s Office brings the university community together to achieve shared goals and initiatives for the advancement of NC State as an institution.

**Inclusive Excellence**
The Provost’s Office actively supports greater diversity, equity, inclusion and accountability at every level of the university. The office fosters a university climate in which intellectual and cultural diversity are respected and embraced.

**Compliance and Accountability**
The Provost’s Office guides NC State faculty, staff and students through the growing regulatory compliance and reporting demands of higher education.
IMPLEMENTATION

The Provost’s Office will implement the Strategic Communications Plan with a series of short- and long-term tactics — which may include the items below — that are designed to increase overall awareness of the office and collaboration with members of the university community.

Short-Term Tactics (2016)

› Perform major redesign and content overhaul of the websites for the provost, the strategic plan and the faculty clusters initiative.
› Develop a regularly published Provost’s Office digital newsletter.
› Increase Provost’s Office social media engagement.
› Create a provost-sponsored faculty seminar and networking series.
› Expand campus awareness of the Office of the Executive Vice Chancellor and Provost.
› Refine communications regarding college and unit leadership searches.
› Develop integrated video content addressing common questions and/or issues related to the reappointment, promotion and tenure process.

Long-Term Tactics (2017-2018)

› Increase recognition and celebration of faculty and their successes.
› Promote faculty resources by increasing communications coordination with the Office of Faculty Development.
› Provide opportunities for the provost to engage with faculty virtually through digital town meetings or office hours.
› Increase awareness of and support for interdisciplinary collaboration at NC State.
› Perform annual communications reviews of the Provost’s Office to evaluate overall perception and performance, and to gather additional ideas for universitywide communications improvements.
Both short- and long-term tactics support our overarching goal of transparent, forward-thinking communications that strengthen the Provost’s Office, the office’s relationship to the university and NC State’s “Think and Do” attitude. Successful implementation of the Strategic Communications Plan will benefit all university partners through:

- Increased collaboration between the Provost’s Office and the university community, particularly through communications transparency.
- More opportunities for face-to-face interaction with the Provost’s Office and the provost.
- Increased frequency of communications originating from the office.
- Enhanced celebration of faculty achievements through structured office initiatives.
- Increased access to resources and information that support faculty and staff in their careers and professional development efforts.