

## Our Strategy: Update on stakeholder communications

### 1. Background

- 1.1. *Our Strategy* was launched on 19 January, via a launch event, all-student communication, all-staff communication, and interactions with key College staff.
- 1.2. Much of the communications around *Our Strategy* was captured in the [Stakeholder Engagement Plan](#) (tasks were captured in the second tab).

### 2. Future actions

- 2.1. While the Strategy Launch was successful, the task of communicating its content, purpose and progress will continue throughout the entire strategic cycle.
- 2.2. Potential engagement actions are captured in the plan and reproduced below.

### 3. Discussion points

- 3.1. How can we continue to engage the membership, staff, key student leaders, College staff and external partners in a fashion that supports the success of *Our Strategy*?
- 3.2. What are the key milestones and measurements that will guide communication of *Our Strategy*?

#### ACTION

	Action	Owner	Status
<b>General</b>	Decide promotional period and compare to other ICU promotional priorities	AK	
	Complete design and explanatory document	AK	
<b>College leadership</b>	Map out upcoming meetings with senior College staff	JOH	
	Map out upcoming College leadership meetings and agenda deadlines	NA	
	Plan strategy launch priorities and key messages for at least five most senior College staff members	JOH	
	Consider series of strategy-specific meetings with each senior staff member	JOH	
<b>Student leadership</b>	Plan student-leader-specific email communication	AK	
	Consider student-leader-specific online content	AK	
	Consider Union Council strategy launch and discussion	AK	
<b>Membership</b>	Consider ongoing promotion of work relating to Announcements	AK	
	Plan measurement of strategy awareness and engagement	AK	
<b>ICU staff</b>	Draft a post-launch plan for generating operating plans per directorate	JOH	
<b>College staff</b>	Request space in College's all-staff email	AK	

	Draft content for all-staff email	JOH	
	Request strategy-specific all-staff email	JOH	
	Consider emails to groups of key staff such as HoDs or support service heads	AK	
	Draft staff-facing content for strategy website	AK	
<b>Alumni</b>	Request space in College's next alumni publication	NA	
	Draft alumni-facing content for strategy website	AK	
	Consider emails to leaders of alumni groups such as CU alumni associations	NA	
<b>External partners</b>	Draft communication with groups of partner organisations explaining relevance of strategy	JOH	
<b>Media</b>	<i>No actions</i>	AK	