C&C Communications Goals & Objectives

April 3, 2007

Goal 1: **Engender dialogue. Engage our partners in exploration and problem solving.** Ensure that we are listening, understanding, and communicating in both directions, in all of our communications.

- *Communications objectives:*
  A. **Engage the university community in collectively determining major technology strategies and directions** the UW should pursue in the future. *(UW leaders, key partners, technology committees/groups)*
  B. **Engage the university community in collectively determining what technology services** C&C should offer to best meet their needs. *(UW leaders, key partners, technology committees/groups)*
  C. **Open a dialogue with major PIs and key UW leaders to identify their most pressing needs** and explore how C&C can partner with them to address their greatest challenges. *(PIs, UW leaders)*
  D. **Show that C&C is becoming more open and transparent by** increasing communications about C&C's organizational structure, scope, priorities, and directions. *(UW leaders, key partners, technology committees/groups)*
  E. **Launch new C&C identity and branding** as an integral part of supporting the purposes of C&C's communications effort. *(UW leaders, key partners, technology committees/groups/all audiences)*

Goal 2: **Help people within the UW community understand technology, both its implications and opportunities**, so that they can make informed decisions about technology options. Provide objective and trusted information that explains the choices clearly and is effective in helping people understand their options.

- *Communications objectives:*
  A. **Provide information about technology trends and strategies** so people can make informed choices and plan for the future. *(General information to all audiences. Specific topics will be targeted to specific UW audiences)*
  B. **Provide accessible, user friendly information about UW technology resources and services, including "how to" information**, so people can find and use the technology

resources and services they need to accomplish their goals. *(All UW audiences, with specific targeting as necessary)*

    C. **Connect people with technology advances occurring on the national and international level** and show the possibilities for leveraging this technology to advance their work. *(All UW audiences, also targeted to specific audiences as appropriate)*

- Help major PIs, key UW leaders, and others connect to the technology resources, information, and expertise necessary to solve their most challenging problems. *(Major PIs, key UW leaders, others)*

Goal 3: **Help the UW tell its national and international impact story** in research, teaching and service, including the prominence of UW's technology programs.

- *Communications objectives:*
  - A. **Tell the story of the UW's prominence in advanced technology**; show how it increases the UW's visibility nationally and internationally and helps researchers secure funding. *(External audiences)*
  - B. **Tell the story within the university community** so that people understand why involvement in advanced technologies is critical to furthering the UW's mission and vision. *(UW leadership, PIs, key partners, technology committees/groups, all audiences)*
  - C. **Educate C&C staff** about the prominence of the UW's technology programs to deepen their understanding of the university and of their contribution to advancing its mission and vision. *(C&C staff)*

Goal 4: **Enable C&C staff to work together as an effective, knowledgeable, and dynamic team** so that C&C extends and deepens its partnerships and exceeds expectations. *(C&C staff)*

- *Communications objectives:*
  - A. **Help people within C&C understand the university**—its priorities, its needs, and how it operates—so that C&C staff can contribute more effectively to advancing the university's mission and vision.
  - B. **Work with staff so that they understand C&C's vision, mission, values**, strategic directions, and priorities and how their work supports those goals.
  - C. **Promote understanding of C&C—what each part of our organization does, what does what, and what major projects are underway**—to increase staff effectiveness, encourage community, and break down silos.