

COMMUNICATION LOGOFRAME

| COMMUNICATION OBJECTIVE 1: To bridge the information gap amongst students, staff and the general public through various channels of communication | | | | | |
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| STRATEGY | ACTIVITIES | CHANNEL OF COMMUNICATION/ COMMUNICATION MATERIALS | TIME FRAME | OUTPUT | RESPONSIBLE PERSON |
| 1. Develop communication materials for the College | <ul style="list-style-type: none"> • Work closely with the Deans and Heads of Department to develop appropriate materials for the respective departments • Identify sources of funding for the materials • Work with the designer to develop quality materials | Brochures, newsletters, annual reports, posters, noticeboards, workshops, college handbook, emails, intranet, website | On-going | <ul style="list-style-type: none"> • Well developed and distributed information materials • Regular dissemination workshops and seminars • Increased awareness of the college activities | Communication Officer/ Web Administrator/HoDs/ Principal |
| 2. Hold workshops/seminars to disseminate research | <ul style="list-style-type: none"> • Liaise with Heads of Departments and lecturers on new developments | Announce workshops through noticeboards, emails, intranet, phone calls, memos, website | On-going | <ul style="list-style-type: none"> • Big number of participants • Increased support to research projects • Improved | Communication Officer/ Web Administrator, HoDs, Principal |

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| | including research projects <ul style="list-style-type: none"> • Organise the workshops • Invite students and stakeholders to attend the workshops • Record attendance | | | awareness of the on-going projects | |
| 3. Hold press conferences/issue press releases to communicate developments in the College e.g research output, exhibitions, open days, change in management, innovations | <ul style="list-style-type: none"> • Develop a media data base • Hold monthly press conferences to communicate developments, • In case of a new innovation, issue press releases and call press conference to clarify on it • Ensure you have press cuttings of all articles published about the College • Monitor Radio and TV | Newspapers, TVs radios, emails, website meetings to prepare for the press conference | On-going | <ul style="list-style-type: none"> • Increased positive coverage in the media • Different media houses reporting on the projects • At least 3 press releases issued every month • Increased awareness of the developments | Communication Officer/HoDs/ Principal |

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| | <p>programmes for any reports about the College</p> <ul style="list-style-type: none"> • In case of negative reports, respond appropriately | | | | |
| <p>4. Regularly update the website with developments in the College e.g research projects, innovations, upcoming events like workshops, deaths</p> | <ul style="list-style-type: none"> • Liaise with Heads of Department, students and lecturers for updates/new developments • Ensure the website is updated at least three times a week • Ensure all the relevant information is on the website • Communicate to staff and students about the presence of the website • Diversify content on the website to | <p>Emails seeking information and to disseminate to staff and students about the existence of the website</p> <p>Meetings with HoDs, lecturers and students to agree on which information to upload</p> | <p>On-going</p> | <ul style="list-style-type: none"> • At least 300 people visiting the website on a daily basis • Improved web ranking • Increased awareness of the different programmes in the College | <p>Web Administrator/Communication Officer</p> |

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| | <p>include photos, videos, soft news</p> <ul style="list-style-type: none"> • For any inquiries on information already on the website, refer the person to it in a bid to increase awareness of the presence of the website • Use student volunteers to gather information • Cross-check with HoDs or responsible persons to ensure the information is credible | | | | |
| 5. Send out regular updates to staff and students as well as stakeholders through emails | <ul style="list-style-type: none"> • Ensure there are functional mailing lists • Check email from time to time to ensure all inquiries are | Meetings with HoDs and student leaders for updates | On-going | Staff, students and stakeholders informed on time | Communication Officer |

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| | appropriately responded to or directed to the target groups | | | | |
| COMMUNICATION OBJECTIVE2: To Support documentation, publication and communication of College activities for improved visibility and corporate image | | | | | |
| STRATEGY | ACTIVITIES | CHANNELS OF COMMUNICATION | TIMEFRAME | OUTPUT | RESPONSIBLE PERSON |
| 1. Develop communication materials for the College | <ul style="list-style-type: none"> Work closely with the Deans and Heads of Department to develop appropriate materials for the respective departments | Brochures, newsletters, annual reports, posters, noticeboards, workshops, college handbook, emails, intranet, website, calendars, Christmas cards, banners | On-going | <ul style="list-style-type: none"> Well developed and distributed information materials Regular dissemination workshops and seminars Increased awareness of the college activities | Communication Officer/ Web Administrator/HoDs/ Principal |
| 2. Develop monthly/quarterly newsletters for the College | <ul style="list-style-type: none"> Attend all College activities and write articles about them/ take photographs at every function/design and lay the | Attend all functions to capture what transpires in the College Design and distribute the quarterly magazine by the last week of every month | On-going | <ul style="list-style-type: none"> Well-designed newsletter with diverse content Newsletter uploaded on to the website and sent to staff and students through email | Communication Officer/ Web Administrator |

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| | <p>monthly newsletter internally and post it on the website/ hire graphics designer for the quarterly magazine because it has to be printed</p> <ul style="list-style-type: none"> • For the monthly publication, compile all articles and design an online publication to be posted by the last week of every month/ For the quarterly newsletter, have all the articles by 10th of the last month of the quarter | | | <ul style="list-style-type: none"> • At least 1,000 copies printed and distributed to staff, students and stakeholders • Increased support to the College projects | |
| 3. Compile the CHUSS annual report at the end of every year | <ul style="list-style-type: none"> • Draft letter to all heads of Department informing them | Communicate about the existence of the publication through email, intranet, | The report should be ready at least two months into the | <ul style="list-style-type: none"> • Well-designed annual report with diverse content • At least 2,000 | Communication Officer, Web Administrator, HoDs |

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| | <p>about the issue</p> <ul style="list-style-type: none"> • Meet deans and department heads to start compiling their reports, also give them deadlines • Work out a format for presentation and send it to the responsible persons • Compile the report and submit to Principal and Deputy Principal for approval | <p>website</p> <p>Deliver hard copies to individual offices</p> | <p>following year</p> | <p>copies of the annual report distributed to staff, students and stakeholders</p> <ul style="list-style-type: none"> • Error free annual report | |
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COMMUNICATION OBJECTIVE 3: To develop and maintain a wider network of partners within and outside the University that can offer expertise and financial support to the various units of the College

| STRATEGY | ACTIVITIES | CHANNELS OF COMMUNICATION | TIMEFRAME | OUTPUT | RESPONSIBLE PERSON |
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| 1. Develop a database for all Units in the University and external partners | <ul style="list-style-type: none"> • Get in touch with Communication Officers of the other College for key contacts | Email, Website, publications (brochures, College handbook, meetings, posters | On-going | <ul style="list-style-type: none"> • A well maintained database of partners • Increased | Communication Officer & Web Administrator as well as interns |

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| | <ul style="list-style-type: none"> • Search for contacts of current and prospective partners of the College (Donor mapping) • Continuously update the database • Regularly update the partners about developments in the College • Hold regular meetings with partners • Lobby support from prospective partners | | | <ul style="list-style-type: none"> • Improved quality of services offered to staff and students as a result of shared experiences and expertise | |
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COMMUNICATION OBJECTIVE 4: To enhance stakeholder’s recognition of the College as the number one provider of quality humanities education

| STRATEGY | ACTIVITIES | CHANNELS OF COMMUNICATION | TIMEFRAME | OUTPUT | RESPONSIBLE PERSON |
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| 1. Encourage staff to disseminate research outputs and innovations | <ul style="list-style-type: none"> • Always contact staff to get updates on innovations and | College publications Website Media Social media | On-going | <ul style="list-style-type: none"> • Improved image • Improved academic | Communication Officer & Web Administrator |

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| through various channels of communication | <p>research</p> <ul style="list-style-type: none"> • Regularly update the website with information on on-going researches and research outputs • Liaise with and encourage staff to hold dissemination workshops • Hold press conferences to announce research breakthroughs • Report the research breakthroughs in the monthly, quarterly and annual reports • Issue press releases on the research findings | (facebook, twitter) | | <p>ranking of the College as well as the University</p> <ul style="list-style-type: none"> • Increased number of students enrolling for humanities programmes (both national and international students) • Increased donor support | |
| 2. Increase collaborations with Universities across the globe | <ul style="list-style-type: none"> • Disseminate information about the programmes in | Emails, website, publications, media | On-going | <ul style="list-style-type: none"> • Increased number of Universities partnering | Communication Officer & Web Administrator |

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| | <p>the Humanities and Social Sciences</p> <ul style="list-style-type: none"> • Promptly respond to any inquiries on collaborations • Regularly update the various universities on the developments in the College | | | <p>with the College</p> <ul style="list-style-type: none"> • Increased joint researches as well as staff and student exchanges • Increased support from partner Universities | |
| <p>3. Create a conducive working environment for staff and students</p> | <ul style="list-style-type: none"> • Always work with the Principal to lobby funding for library and other training facilities • Always inform the relevant authorities on the needs of students and staff • Develop an alumni database (alumni can always be contacted to | <p>Regular meetings to establish the needs of students and staff</p> | <p>On-going</p> | <ul style="list-style-type: none"> • Increased enrolment • Committed members of staff | <p>Communication Officer in liaison with the Principal</p> |

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| | fundraise for the College) <ul style="list-style-type: none"> • Support extra-curriculum for students (e.g sports, music galas, social outings) | | | | |
| COMMUNICATION OBJECTIVE 5: To develop and maintain strong brand identity for the College | | | | | |
| STRATEGY | ACTIVITIES | CHANNELS OF COMMUNICATION | TIMEFRAME | OUTPUT | RESPONSIBLE PERSON |
| <ul style="list-style-type: none"> • In consultation with the different stakeholders of the College, develop a brand for the College | <ul style="list-style-type: none"> • Hold meetings to discuss the brand • Seek other people's opinion on the brand • Disseminate the brand | Emails, meetings, one on one discussions | Process on-going | <ul style="list-style-type: none"> • A strong brand that out rightly differentiates the College from others • Increased number of people willing to associate with the brand | Communication Officer, Web Administrator, College management team |
| 2. Disseminate the brand to the various stakeholders | <ul style="list-style-type: none"> • Identify material for branding, • Ensure all communications & materials from the College carry | | Process on-going | <ul style="list-style-type: none"> • Many people can easily identify the College by the brand | Communication Officer |

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| | the correct brand | | | | |
| COMMUNICATION OBJECTIVE6: To work out a plan to guide communications in times of crisis | | | | | |
| STRATEGY | ACTIVITIES | CHANNELS OF COMMUNICATION | TIMEFRAME | OUTPUT | RESPONSIBLE PERSON |
| <ul style="list-style-type: none"> Work with a selected team of experts within and outside the College to develop the crisis management plan | <ul style="list-style-type: none"> Identify areas that can easily lead to crises Disseminate the crisis management plan to all staff in the College Always refer to the plan in times of crisis | Email, post the plan on the website, hold workshops to discuss the plan | Two months (March-April, 2013) | <ul style="list-style-type: none"> A well-developed crisis management plan Improved communication during crises | Communication Officer |