



## Tips for “Designing Communication Plans for Increased Enrollment”

### Five Questions To Ask As You Build A Communication Plan:

1. What do you want to say?
  - *Who is the message coming from?*
  - *How does this benefit the receiver?*
2. To what audience(s)?
  - *Who is receiving it?*
  - *Who is not receiving it...and is that okay?*
3. At what point in time?
  - *When did this audience last hear from you?*
  - *Do they have time to respond?*
4. To accomplish what goal/response?
  - *What result would make this “successful” communication?*
  - *Are you able to track their responses?*
5. With what method(s)?
  - *What has the potential to be most effective?*
  - *Put yourself in their shoes – how would you want to receive this communication?*

### Don't overthink!

- Keep your communication plan simple
- Build on it as you go
- Get sophisticated in you communication later

### Be on Brand

- Be consistent with other messages from your school
- Graphics can enhance/reinforce your message
- Being “on brand” builds trust

### Plan Ahead

- Plan your messages a year or semester at a time
- Queue your communication
- Allow for urgent, time sensitive messages