



## **Communication Strategy 2013-2014**

Brian Farnan, VP Internal Affairs  
Ryan Hughes, Communications and IT Director

Date: 2013-09-03



# Communication Plan 2013-2014

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Created: 2013-08-12 | Revised: 2013-09-03

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## Introduction

Communications serve to inform, engage and educate the student members of the Students' Society of McGill University (SSMU), the Employees of the University Centre, the McGill community and the general public. The media chosen to present the content of communications both represent the SSMU and determine if the information is effectively received by the recipient (s). This Plan is intended to function as a strategy to increase awareness of the SSMU and engagement with its services and activities through improved communications.

## Supporting Documentation

All new and existing communications must conform to the articles of both the Communication Guide and the Design and Style Guide. These documents provide the necessary information for all Employees and Representatives of the SSMU to create and maintain communications with respect to the responsibilities of each portfolio and/or department.

The Communication Guide outlines the processes and procedures for creating communications and representing the SSMU and the Design and Style Guide is an instruction manual for standardizing and maintaining SSMU communications

## Authority

The Vice-President of Internal Affairs and the Communications and IT Director are responsible for the creation of the annual Communication Plan during the summer months of each academic year. The VP Internal and Communications and IT Director will work in conjunction to implement all aspects of the Communication Plan, so that all objectives are met by the month of May of each academic year. The 2013-2014 Communication Plan will be reviewed and, if applicable, revised in the month of January 2014. This review will determine if the objectives have or will be met and if new objectives and/or resources will be allocated to the Plan. If fulfillment of the objectives of the original Plan is determined to be at risk or if new objectives and/or resources are required, the Vice-President Internal and the Communications and IT Director will endeavor to amend the original Communication Plan. The original Communication Plan, the annual review and, if applicable, the amended Communication Plan will be submitted to the Executive Committee for approval upon completion.

## Objectives

The objectives for the 2013-2014 academic year will focus on four distinct elements:

1. To standardize all communications, in order to create and maintain a high calibre brand and promote professionalism in the workplace.
2. To record and improve the workflows of communications with regard to major events and publications.
3. To seek out, procure and implement cost-effective communications and processes in order to effectively target audiences while respecting the sustainability efforts of the SSMU.
4. To improve upon existing communications in order to increase the overall audience and their engagement with the SSMU.



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## Objective 1 Resource List

In order to standardize all communications to create and maintain a high calibre brand and promote professionalism in the workplace, the following resources will be allocated to this objective:

Task(s)	Resource(s)	Cost(\$)	Completion Date
Establish clearer rules and sanctions and fixed locations for the hanging of paper posters in the building.	N/A	N/A	September 2013.
Establish an aesthetically pleasing visual signature for all SSMU announcement posters.	N/A	N/A	September 2013.
Establish types of content for all the glass and light boxes in the Shatner Building.	Label maker	80.00	September 2013.
Establish clearer rules and regulations in terms of outdoor and window postings of the Shatner Building.	N/A	N/A	September 2013.
Establish a full set of branded document to be used in-office and for external use, including, but not restricted to: a visual template for the SSMU Constitution, SSMU By-Law books, SSMU policy documents, Council documents (incl. Executives' reports), SSMU contract with external groups (sponsors), credit card authorization forms, invoices, receipts, SSMU business cards, and the Clubs and Services card.	N/A	N/A	December 2013.
Ensure complete office compliance to the outlined standards and procedures.	N/A	N/A	All year.
Establish methods of training/ orientation to incoming staff.	N/A	N/A	January 2014.
Establish the SSMU brand and trademark.	Legal	TBD	May 2014

## Objective 2 Resource List

In order to record and improve the workflows of communications with regard to major events and publications, the following resources will be allocated to this objective:

Task(s)	Resource(s)	Cost(\$)	Completion Date
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Establish a system for Club door sign updates, including a new design template for door signs and club directories.	N/A	N/A	September 2013.
Officially launch the Communications Request System, including form and workflows to be used by all SSMU staff.	N/A	N/A	October 2013.
Record all task-related activities in order to create a comprehensive work plan for the Communications department year-round.	N/A	N/A	May 2014.
Establish a "Promotional Guideline" for marketing SSMU Events and/or publications. This would include an established time frame of submissions for relevant staff and an appropriate time frame for print and multi-media to be created, approved and released	N/A	N/A	October 2014.

## Objective 3 Resource List

In order to seek out, procure and implement cost-effective communications and processes to effectively target audiences while respecting the sustainability efforts of the SSMU, the following resources will be allocated to this objective:

Task(s)	Resource(s)	Cost(\$)	Completion Date
To purchase and implement Soapbox.	Application	2,600.00	September 2013.
To source and propose a mobile handbook or related SSMU application.	Application	10,000.00	October 2013.
To fully integrate QR codes in all advertisement and promotions (if applicable).	N/A	N/A	May 2014.
To work to ensure coordinated functionality between the various channels of SSMU communication.	N/A	N/A	All Year.

## Objective 4 Resource List

In order to improve upon existing communications to increase the overall audience and their engagement with the SSMU, the following resources will be allocated to this objective:

Task(s)	Resource(s)	Cost(\$)	Completion Date
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To create a fully bilingual website and for the French version to be constantly updated.	Labour	TBD	May 2014.
To implement a front page slider on the SSMU website in order to feature the latest news and the SSMEWS video.	Development	Realized	September 2013.
Improve upon the publication and marketing processes of the Old McGill yearbook to ensure low carry-over stock and member satisfaction (see the Old McGill Marketing Proposal 2013).	Labour	TBD	May 2014.
Propose and implement a new, stylized SSMU Marketplace in conjunction with the Sponsorship Coordinator.	Development	TBD	November 2013.
Increase the average daily readership of the SSMU English website by 30% or approximately 216,000 visits per year.	N/A	N/A	May 2014.
Increase the average daily readership of the French SSMU website by 30% or approximately 36,000 visits per year.	N/A	N/A	May 2014.
Increase the number of Twitter followers of by 30% or approximately 3,500 followers.	N/A	N/A	May 2014.
Increase the number of SSMU Facebook page fans by 40% or approximately 2,600 fans.	N/A	N/A	May 2014.

## Termination

This Communication Plan will terminate at 5 PM on May 31, 2014. All tasks yet to be completed at the time of termination will be carried over to the next academic year upon approval of the VP Internal Elect.