

2022 Priorities for the Office of Communications and Marketing

Together with CCI, establish and foster a relationship with Fulton High School (a local, flagship high school) staff and students in the communications magnet program “FulCom” by serving as guest speakers, mentors, and champions (DAP 4.1). For the first year, track number and quality of engagements or opportunities completed by members of the

OCM/WUOT team and number of staff engaged, tracked by category and audience (ie: conference, guest speaker, workshop, service, etc.)

Implement an inclusive employment cycle for the Office of Communications and Marketing; enhance processes that will help us recruit, hire and retain a diverse workforce and support all of our team members through their onboarding and ongoing employment (DAP 1.1, DAP 2.1). Use System employee engagement survey results and staff retention to measure results.

Create and maintain resources for campus communicators to provide information, messages, and best practices for broadening the perspectives within university communications (DAP 1.3). Track resources provided and gauge usage.