

Tier 4

ACTION PLAN

Focus Area: **Collaboration**

Project Name: **Create Campus Communications Award**

Creation/Revision Date: **Aug-11**

Project Start Time: **Sep-11**

Team members: **Appointed committee of departmental and university representatives**

Anticipated Completion: **Mar-13**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Consult with Vice President of Communications and Marketing to determine interest/feasibility in creating campus communications awards progra.	Department head				Sep-11	Oct-11	not supported by other units
If there is interest, form committee of university communicators to discuss how to accomplish such awards	Department head, unit leaders, other university communicators	Time, room, funding, campus communication experts	Willingness of individuals to establish committee and award and university administrative support	University president, deans, communication units/departments	Jan-12	Sep-12	
Create award criteria, nomination form, judging process, awards	Committee members	Time, room, funding, campus communication experts	College and university administrative support	University	Sep-12	Oct-12	
Create promotion plan and timeline	Committee members, marketing	Time, room, funding	Participation	University	Sep-12	Oct-12	
Market and conduct award process	Committee members	Funding		Committee members, university	Oct-13	Dec-13	
Host 2013 awards ceremony	Committee members	Location, refreshments, certificates, awards, funding	Funding availability	Committee		Mar-13	
Evaluation success and future of effort	Committee members			Committee	Jul-13		