**Sample Dissemination Plan**

This plan assists the unit in organizing strategic plan implementation and communicating with stakeholders. Below is an example of a fictional Agriculture School. Please contact your school/college communications contact to develop a formal plan.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Stakeholder** | **Key Messages** | **Communication Tactics** |
| **Internal** | Faculty/Staff | The School values faculty contributions and works tirelessly to mold a positive and supportive climate for faculty excellence. It is a resource for faculty and staff. We are committed to sustaining a rich network of faculty and staff, and to recognizing the critical contributions of faculty and staff to educating, mentoring, supporting and advising our students. The School invests in the ongoing professional development of faculty and staff, empowering them to innovate and solve problems in their respective disciplines. | Regular meetings, email updates, newsletters |
| Students | The School strives to provide every student with opportunities for transformational experiences that contribute to their intellectual and personal growth. | Regular email updates, posts and videos in social media, website |
| Parents | The School actively supports greater diversity, equity, inclusion and accountability at each program. The office fosters a university climate in which intellectual and cultural diversity are respected and embraced. | Posts and videos in social media, website, rankings |
| Prospective Students | Agriculture School provides students a broad, well-rounded courses of study in agriculture that emphasize experiential learning and faculty-mentored research in a global, diverse and inclusive learning environment. The agricultural education prepares students for not just their first job but provides adaptative skills that ensure a lifetime of career success. | Posts and videos in social media, rankings, high school counselors |
| Alumni | The School cherishes its deep and lasting relationships with alumni, whose ongoing support enables the School to move forward the frontiers of research, scholarship, and leadership. The School strives for all alumni to view their investment in School as partnership with the School to change the world for the better. | Alumni association communications, website, emails |
| Boards of Trustees | The School exercises excellence and best practices in agricultural education. | Meetings |
| **External** | Donors | Agriculture School needs to secure resources to outfit 20 classrooms for hybrid learning. The School puts efforts in modifying and creating new learning spaces that are accessible and flexible. | Advancement solicitations, website |
| Government and Community Leaders | Agriculture School is committed to advancing the agricultural sustainability of local communities and the state through diverse partnerships and servant leadership. | Local media, website, community groups |
| Agriculture School partners | Existing School’s programs abroad foster global learning. The School enables discoveries that enrich and improve lives. | Conferences, emails, brochures |
| Other Partners | The School has a national reputation for the quality of its education and research programs. | Website, brochures |

**Dissemination Plan Template**

In the table below organize your unit’s strategic plan implementation and communication strategies with stakeholders.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Stakeholder** | **Key Messages** | **Communication Tactics** |
| **Internal** | Faculty/Staff |  |  |
| Students |  |  |
| Parents |  |  |
| Prospective Students |  |  |
| Alumni |  |  |
| Boards of Trustees |  |  |
| **External** | Donors |  |  |
| Government and Community Leaders |  |  |
| Syracuse University partners |  |  |
| Other Partners |  |  |