

APPENDIX B – PUBLICITY PLAN
[INSTITUTION] Course Redesign Initiative

Goal: To generate awareness of and bring visibility to the [INSTITUTION] Course Redesign Initiative at all campus levels.

- Identify each person who will be kept abreast of the program.
August–September 2015

Campus Constituents

Faculty members
Administrators
Professional staff
Campus newspaper
Board members

External Constituents

Local press
National press
State policy makers
Peer campuses

- Create a database of the names of those who will receive information and updates about the program throughout its duration.
August–September 2015
- Announce the program to external constituents.
October 1, 2015
- Distribute the Call to Participate to campus constituents.
October 1, 2015
- Send a broadcast email or newsletter to campus constituents.

During the selection stage

- ✓ Describe Workshop #1 and announce who submitted responses to the readiness criteria and who were selected to move on to the next stage.
February 1, 2016
- ✓ Describe Workshop #2, including the potential course redesign projects.
March 1, 2016
- ✓ Announce who was selected to participate in the program and include one-paragraph summaries of the course redesign projects.
July 15, 2016

During the implementation stage

- ✓ Disseminate summaries of project progress reports.
October 2016
January 2017
April 2017
October 2017
January 2018
- ✓ Describe Workshop #3 and the project outcomes from the pilot stage.
July 2017
- ✓ Describe Workshop #4, the projects' final outcomes, and lessons learned from the program.
April 2018
- Send a broadcast email or press release to external constituents.
 - ✓ Describe Workshops #1 and #2, including the potential course redesign projects.
March 1, 2016
 - ✓ Announce who was selected to participate in the program and include one-sentence summaries of the course redesign projects.
July 15, 2016
 - ✓ Summarize the activities that have occurred since participants were selected and the project outcomes from the pilot stage.
July 2017
 - ✓ Summarize the activities that have occurred since the pilot stage, the projects' final outcomes, and lessons learned from the program.
April 2018