

FH 2030 Communication Plan



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Communication Plan: EMP 2030

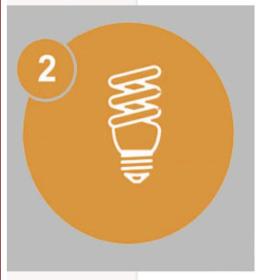
General Principles:

- Communicate early and often
- Use multiple modalities
- Primary audience is faculty and staff
- Consistently branded (FH 2030 logo)





MISSION REVISE



Vision Statement Review

The vision statement revise effort began Fall 2023. This revision does not require FHDA Board approval.

VISION REVISE



Educational Master Plan Update

https://foothill.edu/2030-foothill/



Communication Plan: EMP 2030

Regular Communication

- FH 2030 Web page (already in place)
- Bi-monthly emails from fh2030 email account
- President Whalen's 12345 (supporting fh2030)
- Parliament: FH 2030 section
- MIPC: Bi-monthly updates on FH 2030 work



Communication Plan: EMP 2030

Regular Communication

- Video short videos featuring President Whalen updating the Foothill community on FH 2030 progress (once each month?). These can also be shared with students.
- April 2024 Town Hall Review Vision Statement and point to EMP work for the balance of 2024
- College Opening Day 2024: Presentation on FH 2030 work thus far

