

Communication: Unit-Level and Systemwide

NEW MEXICO STATE UNIVERSITY

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Problem:

Information is being shared, yet not everyone knows what is happening

“I sent an email on this. Why doesn’t everyone know?” – Every boss, ever.



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Communication

Sharing information between at least two people

Crucial Elements

- Sender – the person with the information
- Receiver – the person or people who should be getting the information
- Communication channel – how are we transmitting the information



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Communication

Sharing information between at least two people

Things that get in the way (Noise)

- Not sending clear information
- Not sending enough information
- Sending too much information – tl;dr
- Not selecting the right communication channel
- The receiver is distracted
- The receiver doesn't want to hear the information



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Identifying Audiences

Who are we talking to

Internal

- University Leaders
- Faculty
- Staff
- Students

Internal/External

- Parents
- Potential Students
- Alumni
- Donors
- Regents

External

- Lawmakers
- NM Governor
- Industry
- Community – City, County and State



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Identifying Messages

What do we want people to know?

Do we need them to take action?

- Then you should say that.

Is this just information that might be helpful we need them to know?

- Tell them why they should know about the information. Can you tell them why this is important?

Do we need them to know about a new initiative?

- Also, make sure to tell them why it's important. Why are we doing this in the first place?
- If it's a complicated message, we'll likely need multiple channels



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Identifying Communication Channels

How are we going to get the word out?

Verbal

- Face-to-face
- Phone call
- Zoom or Teams meeting
- Town Hall

Written

- Hand written
- Written electronically
 - Email
 - Text message
 - Teams message

More creative ideas

- Videos
- Office posters
- Social media posts
- PPT presentation



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Marketing & Communications Office

We are a resource, just give us a call

We're going to be much better at communicating if we are intentional about it.

Once we identify who we are talking to and what we want them to know, we can then build out a plan.

We work with every unit on campus and we can work collaboratively to create any number of communication plans.



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**Thank you, any
questions?**



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