

## WITCC CAMPUS COMMUNICATION PLANNING

CATEGORY	EXAMPLES	COMMUNICATIONS CHANNEL	TIMING
<b>ACADEMIC DEADLINES</b>	<ul style="list-style-type: none"> <li>• Start/end of classes</li> <li>• Add/drop dates</li> <li>• Refund dates</li> <li>• Midterms/finals</li> <li>• Registration open/close</li> <li>• College operating open/close</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• Salesforce Emails, Texting</li> <li>• Website</li> <li>• Digital Signs/TVs/TV Carts</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Begin 2–3 weeks in advance.</li> <li>• Remind weekly, daily as the deadline approaches.</li> </ul>
<b>ATHLETICS</b>	<ul style="list-style-type: none"> <li>• Game announcements</li> <li>• Theme nights</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Digital signs/TVs/TV carts</li> <li>• Website</li> <li>• Email</li> <li>• Press</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly promotions</li> <li>• Plus day-before reminders.</li> </ul>
<b>STUDENT ACTIVITIES &amp; CAMPUS EVENTS</b>	<ul style="list-style-type: none"> <li>• Student life activities</li> <li>• Club meetings</li> <li>• Special campus events</li> <li>• Holiday celebrations</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Digital signs/TVs/TV carts</li> <li>• Website</li> <li>• Email</li> <li>• Press</li> </ul>	<ul style="list-style-type: none"> <li>• 2 weeks ahead</li> <li>• With reminders at 1 week, 2 days, and day-of</li> </ul>
<b>GRADUATION</b>	<ul style="list-style-type: none"> <li>• Apply to graduate</li> <li>• Cap and gown ordering</li> <li>• Ceremony details</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• Salesforce emails</li> <li>• Texting</li> <li>• Website</li> <li>• Digital signs/TVs</li> </ul>	<ul style="list-style-type: none"> <li>• Start communication 2 months before the deadline.</li> <li>• Weekly reminders as the deadline nears.</li> </ul>
<b>PERSONAL NOTICES</b>	<ul style="list-style-type: none"> <li>• Academic probation</li> <li>• Financial holds</li> <li>• Payment reminders</li> <li>• Transcript/ billing/ enrollment issues</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• Salesforce emails</li> <li>• Texting</li> </ul>	<ul style="list-style-type: none"> <li>• As soon as the status is known</li> <li>• Ongoing follow-ups until resolved</li> </ul>
<b>RECRUITMENT</b>	<ul style="list-style-type: none"> <li>• Campus tour dates</li> <li>• Open houses</li> <li>• Admitted student days</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media</li> <li>• Email</li> <li>• Press</li> <li>• Digital signs/TVs</li> </ul>	<ul style="list-style-type: none"> <li>• Promote starting 4–6 weeks out.</li> <li>• Reminders 2 weeks, 3 days, and 1 day before</li> </ul>