

Key Priority: Identity

FOUNDATIONS A 2021 - 2025 STRATEGIC PLAN FOR THE UNIVERSITY OF HOUSTON AT KATY

YEAR	QUARTER	DATE REVISED
2021	1	00/00/21

GOAL #4	INITIATIVE
ESTABLISH & COMMUNICATE THE UNIVERSITY OF HOUSTON IDENTITY IN KATY	1. Create a Strategic Communication Plan to articulate the UH mission and promote the priorities and initiatives of UH at Katy, by fall 2021

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Seat Instructional Site Communication Team	<ul style="list-style-type: none"> • Communication Director • Instructional Site Stakeholders • UH Division of MarComm 	July 2021	Team is identified to review efforts	Currently meeting with leaders from groups represented at instructional site and with leadership at main campus.	
Gather information relating to the needs and goals of UH at Katy	<ul style="list-style-type: none"> • Communication Director • Associate Vice President • Instructional Site Stakeholders • UH Division of MarComm 	Aug. 2021	Communication plan is created	Completed	One Website? Agreed language to describe KAB and its occupants

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Review Strategic Enrollment Plan	<ul style="list-style-type: none"> • Communication Director • DSA Representative 	TBD		<i>Assumption: DSA will have completed its Strategic Enrollment Plan</i>	Waiting for word that a strategic enrollment plan has been completed.
Develop/Include strategies to implement communication-identified responsibilities of Strategic Enrollment Plan	<ul style="list-style-type: none"> • Communication Director, WITH REVIEW FROM: • Associate Vice President • Instructional Site Stakeholders • UH Division of MarComm 	June 2023		<i>Assumption: DSA will have completed its Strategic Enrollment Plan</i>	
Create draft, edit, approval	<ul style="list-style-type: none"> • Communication Director • Associate Vice President 	June 2023	Draft plan in created/Editing process begins		
Create timeline to implement	<ul style="list-style-type: none"> • Communication Director 	June 2023			
Review efforts quarterly	<ul style="list-style-type: none"> • Communication Director • Associate Vice President 				

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GOAL	INITIATIVE
ESTABLISH & COMMUNICATE THE UNIVERSITY OF HOUSTON IDENTITY IN KATY	2. Create an Instructional Site Communicators group to ensure brand consistency, open communication and collaborative efforts

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Identify stakeholder representatives for Instructional Site Communicators group	<ul style="list-style-type: none"> Communication Director 	July 2021	Communication leaders from UH, UHV, HCC, MarComm identified	Completed	
Establish regular meeting times and locations (monthly, quarterly)	<ul style="list-style-type: none"> Communication Director 	Aug. 2021	Meetings will be set with all Instructional Site Communicators	Regular meetings ongoing with instructional site members and with Division leadership.	
Research/implement needs identified	<ul style="list-style-type: none"> Communicators 	Based on Reg. Meeting			
Review efforts quarterly (annually)	<ul style="list-style-type: none"> Communicators 				