

McMaster University Office of Community Engagement
Communications Pillar | Priorities¹

This document provides a summary of communications priorities for the Office of Community Engagement (OCE). These priorities were identified through consultations with community and campus partners as part of the development of a 5-year strategic plan for community engagement. Guided by the Community Engagement: Strategic Communications Plan, and with the support of Communications and Public Affairs, priorities include:

- **Launching the strategic plan** in October 2016.
- **Developing a multi-pronged internal & external communications protocol** that will focus on the following:
 - *Regularly scheduled updates* provided to senior leadership, Network liaisons, and through the Community Engagement mailing list.
 - *Making use of existing communications tools*, such as regular municipal newsletters
 - *Developing a social media strategy* that is aligned with the McMaster social media accounts while also developing the OCE's social media presence
 - *Exploring the use of Hamilton-area community newspapers and blogs*
- **Creating an editorial plan** to share colourful stories and exemplars of community engagement over the course of the year.
- **Consulting on priority OCE communications projects**, including:
 - *Developing a Community Connector Toolkit* to empower campus and community partners with knowledge and information to support community-engaged activities both on and off campus.²
 - *Curating a set of case stories* that exemplify community-engaged research, education, and service projects which reflect and encompass McMaster's action-oriented principles of community engagement.
 - *Creating a set of Community Connectors videos and/or photos* that introduce McMaster's Community Connectors and what they do.
 - *Creating a community partner-oriented space on the McMaster website* that helps partners from all areas to navigate the University
 - *Creating a This Month with the President video* in which Patrick Deane speaks to the importance of principled community-engagement
 - *Creating promotional material* such as an Office of Community Engagement logo, a pull up banner, and small information brochures.

These priorities will be pursued through monthly communications meetings between the Office of Community Engagement and Communications and Public Affairs.

¹ This document was created in August 2016 by Dave Heidebrecht (Coordinator, OCE), Erica Balch (Manager, Communications and Public Affairs), and Sheila Sammon (Director of Community Engagement).

² Community Connectors are colleagues at McMaster (and perhaps in the community) who help to make connections, broker relationships, and support partnership building in any capacity.