

COMMUNICATION & INSTITUTIONAL TRANSFORMATION

Gloria Galanes
Missouri State University

Salma Ghanem
Shelly Hinck
Central Michigan University

Changing Landscape

Shelly Hinck

- Uncertain financial future
- Demand for alternative delivery methods
- Changing faculty membership
- Skeptical public toward higher education

Changing Landscape

- **Frame the issue strategically**
- **Manage the meaning**
- **Establish collaborative environment**
- **Create culture of respect**

**Communication
Strategies**



Missouri State
U N I V E R S I T Y

Gloria Galanes



Missouri State
UNIVERSITY

- **Rapid Changes**
- **Changes in Business Models**
- **Social Media**

Technology

TECHNOLOGY ISSUES



Missouri State
UNIVERSITY

- Educating the university community
- Partnerships with other universities
- Including the various stakeholders

Communication
Strategies



Missouri State
UNIVERSITY

- Hype or opportunity?
- How can learning be assessed?
- How important is it to stamp our brand?

Alternative
Learning Formats

ALTERNATIVE LEARNING FORMATS



- Investigate and develop specific questions
- Communicate findings broadly
- Discuss openly

Communication
Strategies



Missouri State
UNIVERSITY

- Foreign Languages Institute
- Cooperative Programs
- Partnerships with two-year institutions

Partnerships

PARTNERSHIPS



Missouri State
UNIVERSITY

- Genuine partnerships
- Building & sustaining relationships
- Two-way communication

Communication
Strategies



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- Faculty and staff needs for information
- Faculty and staff involvement in decision making

**Need for
Transparency**

NEED FOR TRANSPARENCY



Missouri State
UNIVERSITY

- State of the University address
- “Cliff’s Notes” & Provost Communique
- Establishment of budget committees at various levels.

Communication
Strategies

NEGATIVE PUBLIC PERCEPTIONS



Missouri State
UNIVERSITY

- Inclusion of general public
- Community partnerships
- Collaboration with media

Communication
Strategies

CMU

CENTRAL MICHIGAN
UNIVERSITY

Salma Ghanem

- College vs. Departments
- Centralized/Decentralized tensions
- Decentralized benefits

**Responsibility Centered
Management**

RESPONSIBILITY CENTERED MANAGEMENT

- Educating constituents
- Formal and Informal methods
- Open door policy

**Communication
Strategies**

- Contract negotiations
- Unionized faculty and right to work
- Different outlooks

**Rift between faculty &
adminsitrators**

FACULTY & ADMINISTRATION RIFT

- Communication is hard work
- Form relationships. Walk the campus.
- Listen, Listen, Listen and provide support
- Work on trust and credibility

**Communication
Strategies**

- Declining number of high school graduates
- Competition from other institutions
- Budget challenges and RCM
- New medical school

Enrollment Challenges

ENROLLMENT CHALLENGES

- Use discourse of renewal
- Be both an optimist and a realist
- Focus on faculty self efficacy
- Listen, Link & Lead

**Communication
Strategies**

- Remember the Communication Model
- Use a variety of channels
- Communication is planned & continuous
- Separate the individual from the situation

**Communication
Principles**

- Communicate with concern & empathy
- Be consistent and transparent
- Serve as a bridge from the present to the future
- Take care of yourself!!!

**Communication
Principles**

COMMUNICATION

**Wrap up &
Questions**

REMEMBER IT IS AN ORCHESTRA AND YOU ARE THE CONDUCTOR



THANK YOU