COMMUNICATION & INSTITUTIONAL **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



Gloria Galanes



- Rapid Changes
- Changes in Business Models
- Social Media



TECHNOLOGY ISSUES



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



- 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



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

Partnerships

PARTNERSHIPS



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



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

Need for Transparency

NEED FOR TRANSPARENCY

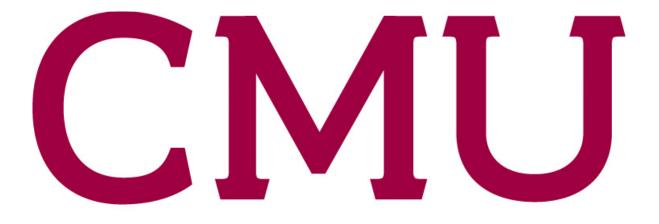


- State of the University address
- "Cliff's Notes" & Provost Communique
- Establishment of budget committees at various levels.

NEGATIVE PUBLIC PERCEPTIONS



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



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



- 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



- 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



- 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





