

Rough Seas Ahead: Communicating Good News and Bad News about Change to Your Campus

A STORY

WHO

WHAT

WHEN

HOW

YOUR
TROUBLED
WATERS

WHERE

WHY

YOUR
JOURNEY



Marketing Communications +
Crisis Communications +
Public Relations +
Change Management +
a dollop of psychology =

CHANGE COMMUNICATIONS

What about your
campus?



People don't like
ANY type of
change.



Change elicits an emotional response



because of the **transition** to a new state.

Communication equips your
audience to make the transition



but they still have to paddle.

The strategy for communications is just as important as the strategy for the initiative.

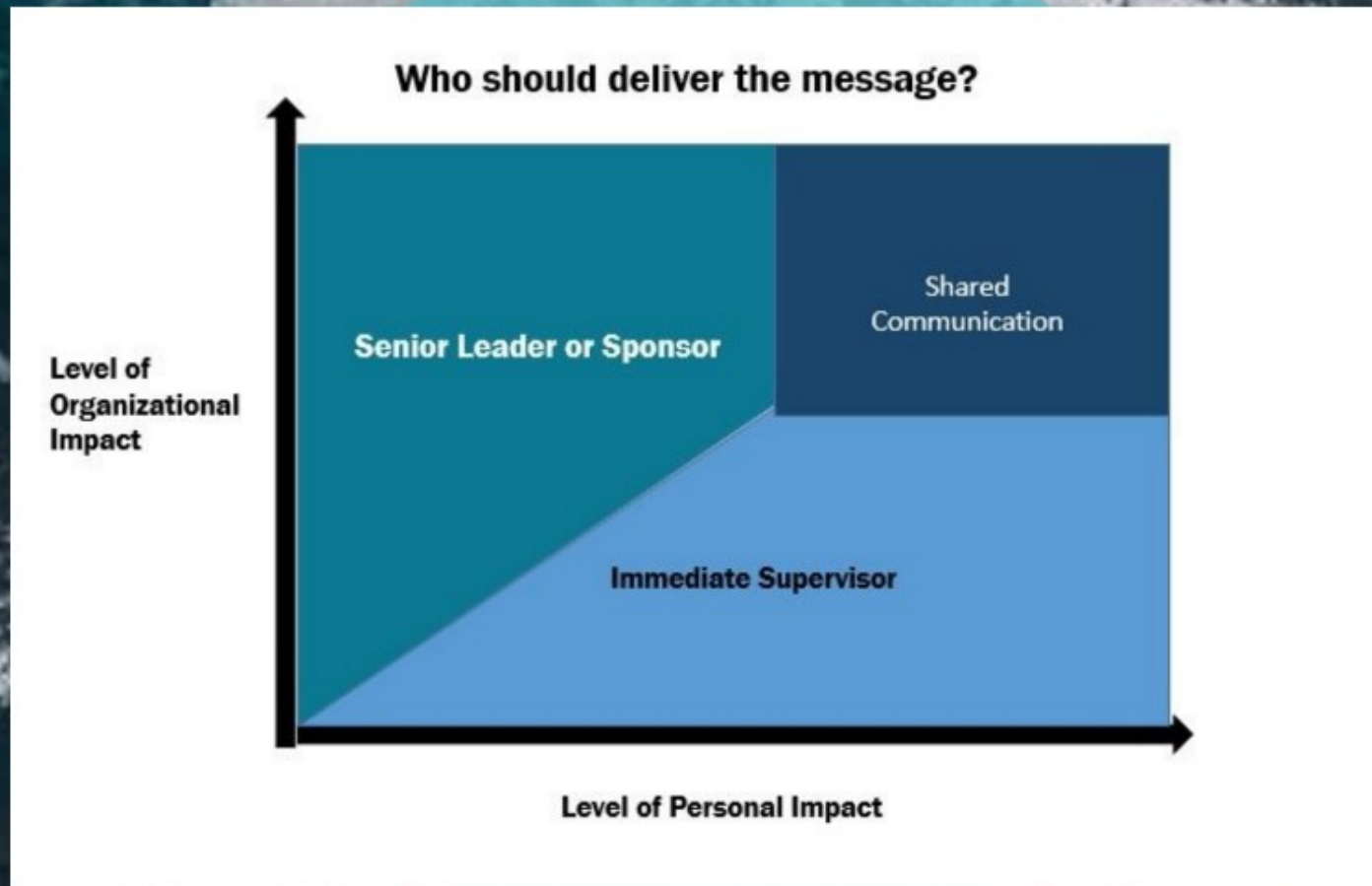


WHO

Who Is
Affected?

Who Should
Send
Messages?

[illegible]



WHERE



**Personal
Delivery**

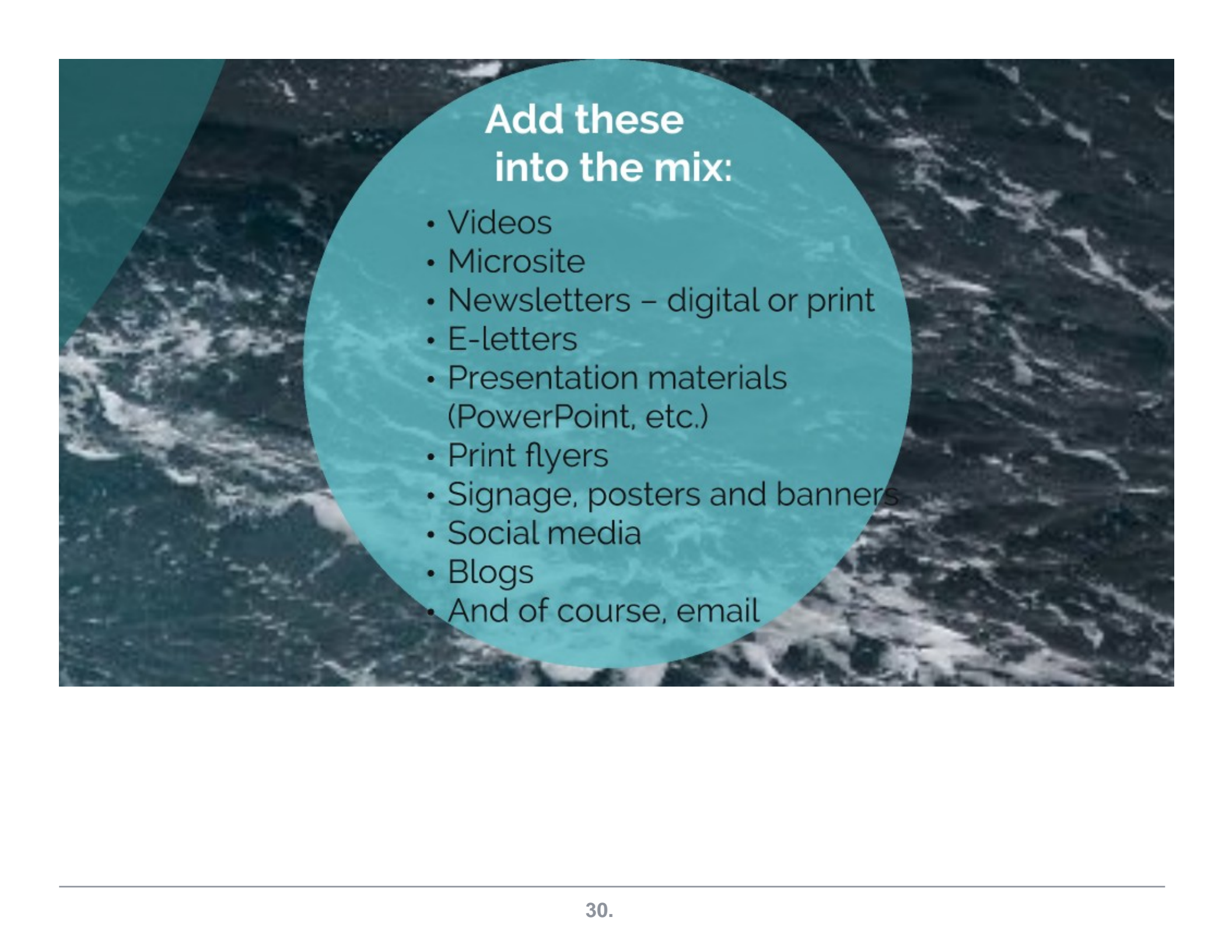
**Media
Mix**

Personal Delivery Options

- One-on-one meeting
- Department meeting
- Videoconference
- Open Forum
- Phone call

Do not default to email!





Add these into the mix:

- Videos
- Microsite
- Newsletters – digital or print
- E-letters
- Presentation materials
(PowerPoint, etc.)
- Print flyers
- Signage, posters and banners
- Social media
- Blogs
- And of course, email

WHAT

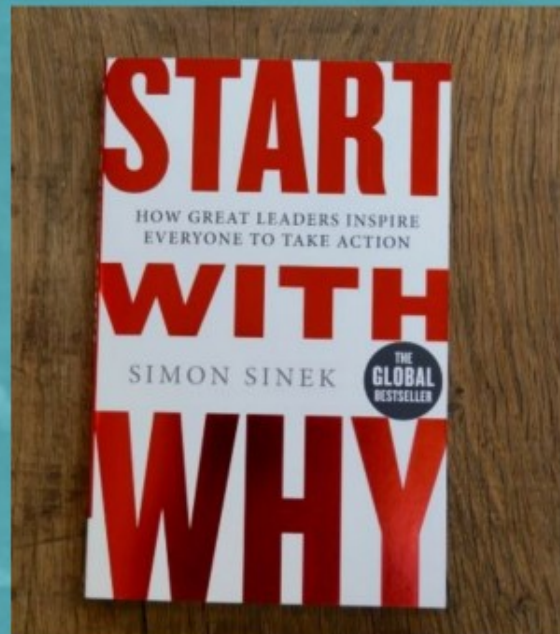
**What
Content?**

**What
Else?**

Content Tips

- Say as much as you can
- Discuss not just the change, but also the impacts to them, and the plan to help them through the transition
- Express new benefits, but also "avoided pain"
- Give them a voice
 - Surveys
 - Open Forums
 - Contact person in all emails
- Tell them what to do (next steps)

What you must say is WHY



WHY

"Why"
Questions

You must address:

- Why is this change happening?
- Why is it important?
- How is it connected to the mission?
- Why should I care?

**Remember
the
Tussling
Tapers?**

WHEN



Project
Timeline

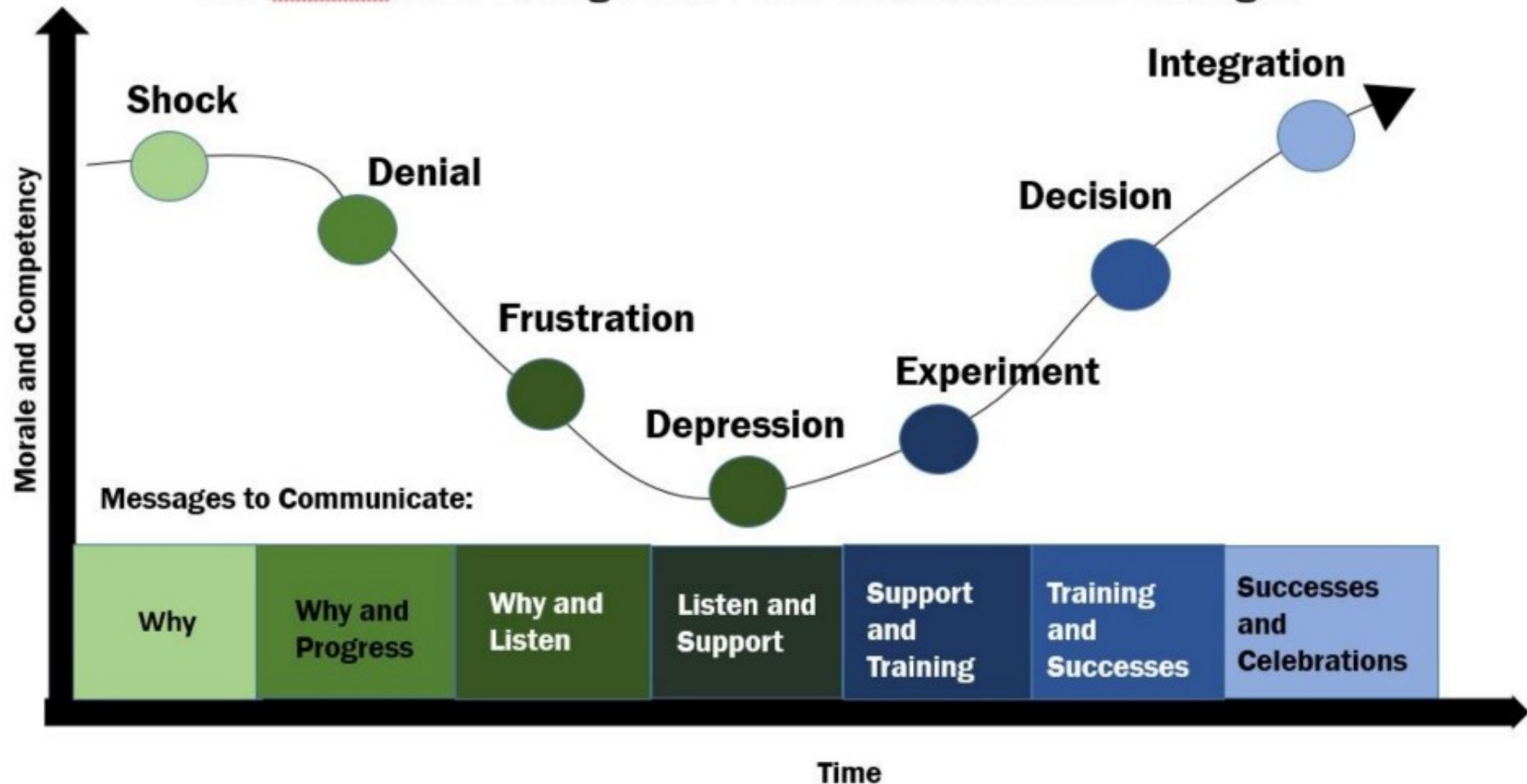
Change
Acceptance
Timeframe

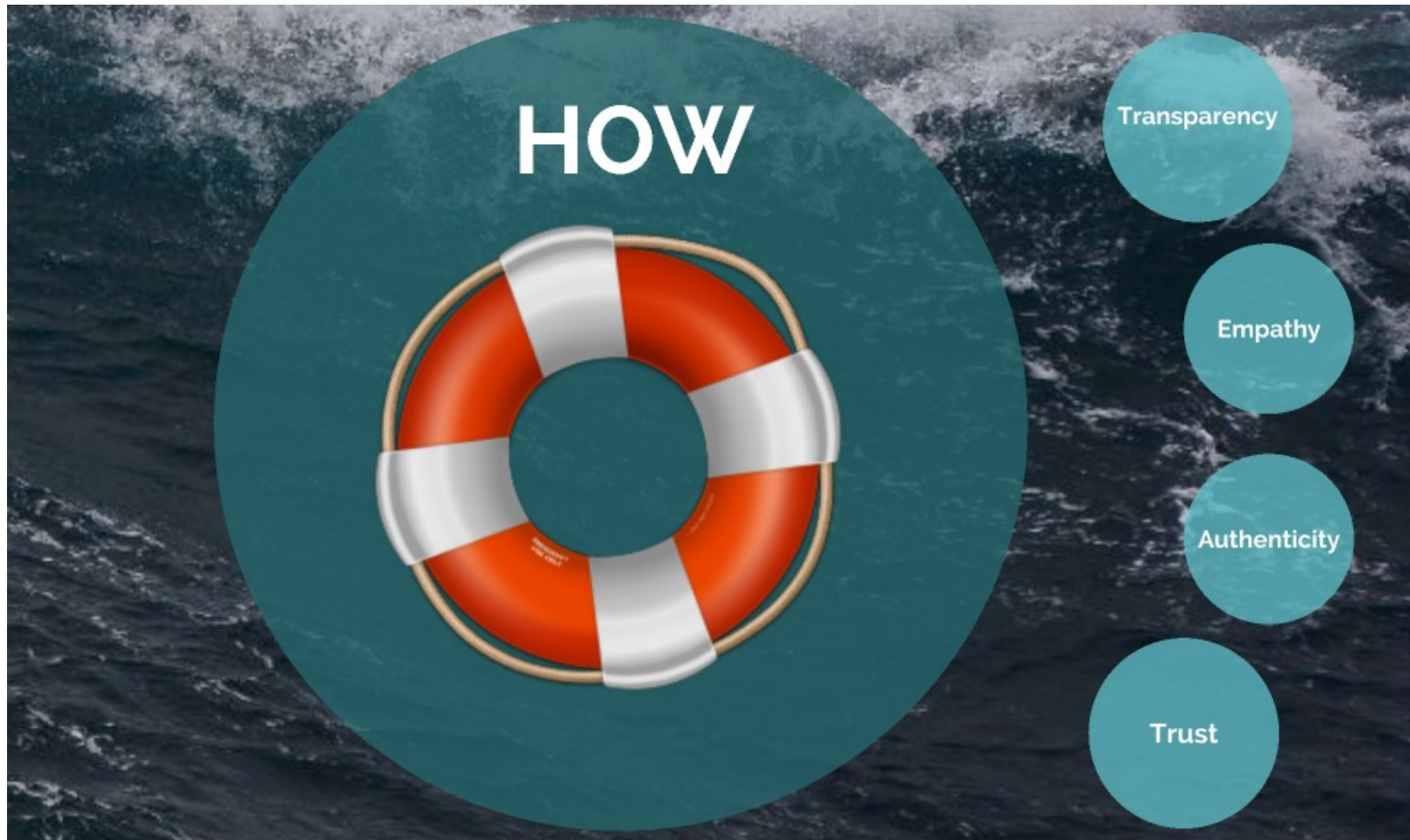


Tips About Timing

- Say what you know now, and when you will know more
- Keep information flowing consistently
- Communicate changes to the plan as they happen
- Communicating over time allows you to break big messages into bite-sized pieces
- Repeat messages 5-7 times

The Kubler-Ross Change Curve and Communication Strategies





Transparency

"We're sharing this with you"

"This is what we know at this point"

"We made an error"



Empathy

"I understand"

"I'm sorry this is hard on you"

"We support you"



Authenticity

"They're just putting a happy face on this."



**Transparency +
Empathy +
Authenticity =
Trust**





Preparing For a Successful Change Journey

Key Points

Your
Questions?

Thank
You

Key Points

1. Have a solid communications strategy
2. Understand your audience and their point of view
3. Communicate early and consistently
4. Explain WHY the change is happening
5. Be authentic to build trust





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