# Webinar Communications plan

## Name of Department

Date & Time of Webinar

<table>
<thead>
<tr>
<th>Discussion</th>
<th>Action plan</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are our stakeholders that we need to communicate with?</td>
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<td></td>
</tr>
<tr>
<td><strong>What?</strong> What needs to be communicated?</td>
<td></td>
<td></td>
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<tr>
<td><strong>How?</strong> How do we communicate?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>When?</strong> How often (Frequency) and when to communicate?</td>
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**Facilitation:**
- Compile list of all facilitators who need to be notified
- Upload/invite them to meeting
- Who will host (SGS hosting account)?
- Where – in their offices – tech readiness

**Info needed:**
- Duration of each
- Future webinars
Who are our stakeholders that we need to communicate with?

- Prospective students
- Current students
- International students
- Programs
- Administrations
- Faculty/supervisors
- Staff/
- Alumni
- Benefactors
- Community
- Kingston
- Queens - Communications,
  - General
  - Partners
- International
- Membership Associations: CAGS! OCGS
- government

Media
- conventional
- COU

**What? What needs to be communicated?**

Emergency Alerts - fire, funding, renovations,
Events promotion: webinars, 3MT, Exp Hor, bootcamps, receptions, orientations, etc.
Announcements: deadlines, websites, staffing changes, funding deadlines, administrative changes, etc.
Stakeholder updates

**Prospective students:** deadlines, application processes and requirements, queens uniqueness, funding offer, research, facultys research, follow-up before they start, how to accept an offer, orientation, life at Queens before admission,

Services for international sts., application, visa, health, QUIC, housing options, Kingston cost of living, registering, FAQs, ITA, PIDA

**Current students:** events, career opps., Academic opps, admin/policy changes, payment, calendar, graduation, thesis completion, funding deadlines,

International sts: visa, orientation, PIDA, ITA,

Programs: HCDS
Administration: Exp. Hor. Faculty engagements, updates, policy, funding, website, QUQAP processes, Budget, government, AODA training, etc

Faculty/supervisors: Exp. Hor. Event participation, profiles, supervision, appeals,

Staff: Events, student-related notices, scheduling

Alumni: opportunities to get involved, story features, $, events, advisory committee, Grad alumni family (outcome)

Benefactors: $$ support, event/program, Thank You!, profiles of benefactor,

Community:
   Kingston:
      KEDCO grad career fair,

Queens - Communications,
   General: events open to the public,

Partners: PARTEQ, All units on various, SGPS

Businesses: KEDCO and chamber of Commerce,

Internationals: policy, events (webinars), fairs, exchange partners, MOUs

Membership Associations: CAGS! oCGS, COU, CGS,, MITACS, researcher profiles, events

government: MTCU, QC, Tri-agencies

Media
   conventional - communications, 3MT, Vanier
   COU - Research profiles

How? How do we communicate?

When? How often (Frequency) and when to communicate?

Why? Risks and benefits

For what?
Recruitment
Keeping people informed
Why?
Recruitment opportunity
Promotion of Queens brand, research and our Queens students research
Potential for career opportunities for current sts. e.g. Mentoring, student branding,
Potential fund
Buy-in
Sense of community/family/ we care
Participation in events
Emergency Alerts - fire, funding, renovations

Risks
Scope
Jurisdiction
Politics
Bad press could be damaging

Follow-ups
Ellie - cc me on operational
Sandra - on Ashley
Alumni advisory committee meeting
Wendy COU - link Colette
Colette - to invite Sarah for Terra reception
Law phD student for Jan- webinar Kerry Froc