



## FH 2030 Communication Plan



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[foothill.edu](http://foothill.edu)

# Communication Plan: EMP 2030

## General Principles:

- Communicate early and often
- Use multiple modalities
- Primary audience is faculty and staff
- Consistently branded (FH 2030 logo)



MISSION REVISE



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## Vision Statement Review

The vision statement revise effort began Fall 2023. This revision does not require FHDA Board approval.

VISION REVISE



## Educational Master Plan Update

<https://foothill.edu/2030-foothill/>

# Communication Plan: EMP 2030

## Regular Communication

- FH 2030 Web page (already in place)
- Bi-monthly emails from fh2030 email account
- President Whalen's 12345 (supporting fh2030)
- Parliament: FH 2030 section
- MIPC: Bi-monthly updates on FH 2030 work

# Communication Plan: EMP 2030

## Regular Communication

- Video – short videos featuring President Whalen updating the Foothill community on FH 2030 progress (once each month?). These can also be shared with students.
- April 2024 Town Hall – Review Vision Statement and point to EMP work for the balance of 2024
- College Opening Day 2024: Presentation on FH 2030 work thus far