Getting what you want: A compelling, reusable, one-page message.

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Your role:

• Making your unit be the best version of itself it can be.
• Coach/Manager/Procurement guru, etc.
• Resource limitations.
• Salesperson.
What is your pitch?
Learning Objectives

• Understand simple and concise, single-topic communication.
  – Identify information needed.
  – Structure into one page.
  – Identify the best type of document format to use.

• Outputs.
  – Documents (samples provided).
  – Follow-up booklet.

• Outcomes.
  – Recognize your issue.
  – Understand your situation.
  – Gather data.
  – Analyze your options.
  – Communicate your solutions – clearly concisely in an appropriate vehicle.
In your group …

- Introduce yourself. \((5 \text{ min})\)
- Share what you hope to learn in today’s session.
Our experience.

• University Faculty.
  – Grant reporting.
  – Teaching.

• Government.
  – USDA - National Institute of Food and Agriculture.
  – Grant oversight.
  – Reports to the Executive and Legislative branches.
  – Process engineering.

• University Administration.
You had me at hello...
Versions of short communications.

- Abstracts.
Versions of short communications.

- Posters.
Activity I – Issues.

• What issues could benefit from this type of communication?

• Large Group activity. (10 min.)
Issues.

- Personnel actions?
  - Hiring
  - Firing
  - Promotions
  - New directions
  - Disciplinary
  - Improvement plans

- Budget concerns?
  - Equipment
  - Facilities
  - Start-up

- Space needs?
  - Classrooms
  - Laboratories
  - Greenhouse
  - Offices

- What is the focus of your department/unit –
  Teaching / Research / Service?
Who, What, When, Where, How, WHY!

- Intended Outcomes.
  - Audiences – What do they care about? (reading the tea leaves).
  - Action / Purposes – What do they need to do?

Adapted from: Katya Andreson, *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*
Who, What, When, Where, How, WHY!

- Types of decisions:
  - Just do it – for information.
  - Approval required.
  - Approval and resources required.
Who, What, When, Where, How, WHY!

• One Lesson - Bottom line up front!
  – This is your **hook**, your **bait**
    - never fish without a hook or bait!
  – The bait must have appeal to the audience!
  – Be sure you have a **hook**!
Activity II - Decision memo analysis.

- Questions: *(10 min)*
  - Clarity of...
    - Purpose/issue?
    - Justification
    - Action
  - Is this enough to be effective?

Put on your department head hat!
Who, What, When, Where, How, WHY!

• Jumping the shark.
  – Solutions are not hatched instantly – **plan**, be analytical, take your time, seek input from others.
  – “Five whys” – be sure your issue is on the mark!
Who, What, When, Where, How, WHY!

- Gather information:
  - Situation (Facts, Background, History).
  - Timing.

- Structure your thoughts - Pre-analysis methods:
  - Logic Model.
  - SIPOC.
Program Action – Logic Model

**Inputs**
- What we invest
  - Staff Time
  - Volunteer hours
  - Planning Time
  - Money
  - Knowledge base
  - Expertise
  - Materials
  - Equipment
  - Space
  - Technology
  - Partners

- Who we reach
  - Existing Contributors
  - New Contributors
  - Clients
  - Educators
  - Decision-makers
  - Consumers

- What we do
  - Develop products, curriculum, resources
  - Deliver content and services
  - Conduct workshops, and meetings
  - Train
  - Counsel/Advertise
  - Facilitate
  - Partner
  - Disseminate/Work with media

- What we create
  - Plans
  - Event Documents
  - Topic Areas
  - Pages
  - Articles
  - Templates
  - Satisfaction

- Assumptions

**Outputs**
- Participants
- Activities
- Direct Products

**Outcomes - Impact**
- Short term
- Intermediate
- Long-term

- Results in terms of Learning
  - Awareness
  - Knowledge
  - Attitudes
  - Skills
  - Interest
  - Opinions
  - Aspirations
  - Intentions
  - Motivations

- Results in terms of changing Action
  - Behavior (i.e. participation, retention)
  - Practice/Contributions (i.e. articles, pictures, bytes, edits, etc.)
  - Decision-making (i.e. program planning, gap analysis, next steps)
  - Policies
  - Social Action

- Results in terms of change to the Conditions
  - Social (i.e., Reach, Participation, Diversity)
  - Economic (i.e., more funding for programs, more cost effective programs)
  - Civic (i.e., Reach, Community engagement)
  - Environmental (i.e., Article and Photo Quality, Expanse of Content)

**External Factors**

**Evaluation**
- Identification
- Design
- Implementation
- Completion/Follow-up

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SIPOC – a process analysis approach.

Process or Function Name: Corrective Action Process – Manufacturing and Distribution
Date: 1/18/2017
Scope: All North America manufacturing and dist. facilities
Notes: Does not include product recall process

Suppliers
- Regional Sales Managers
- Customer Service
- Producing Plant
- Distribution Centers

Inputs
- Product Problem Report (form CAP3)
- Manufacturing QC Records
- Supplier QC Records

Processes
- Field Complaint Received
- Problem Confirmation
- Containment Actions
- Root Cause Investigation
- Corrective Action Plan
- Verification & Closure
- Corrective Action Validated

Outputs
- Containment Plan (form CAP1)
- In-House Stock Reworked
- Closed Corrective Action (form CAP2)
- Product Design or Process Changes

Customers
- Regional Sales Managers
- Affected Customers
- Customer Service

Source: http://sipoc.info/. Accessed 2/13/2018
Who, What, When, Where, How, WHY!

• Structure – Logic Model, SIPOC, etc.
  – Sections.
  – Tables / Lists.
  – Timetables.
  – Funding.

• Structure may be imposed – you may have to be flexible!

• Reuse.
  – Lateral.
  – Downward.
Life is busy…
Activity III: Model Documents.

- Position Justification.
- Decision Memo.
- Charter.
- Policy Brief.
- Legislative Brief.

- In pairs, select one document and look at the structure and characteristics. 15 min.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Audience</th>
<th>Action</th>
<th>Information Needed</th>
<th>Sections</th>
<th>Reuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concise communication in a single-page document</td>
<td>Session Participants</td>
<td></td>
<td>Sample issues Success stories Pros/Cons Easy-to-use model Example docs</td>
<td>Issues Model</td>
<td>Go to tool for many applications</td>
</tr>
<tr>
<td>Personnel Action - Position Justification</td>
<td>Dean / Provost / President</td>
<td>Funding and permission to hire</td>
<td>Departmental Strategic Plan Need / Gaps Budget Impact Situation analysis</td>
<td></td>
<td>Human Resources Unit Position Description Position Announcement Search Committee Mentoring Committee</td>
</tr>
<tr>
<td>Decision Memo - equipment purchase</td>
<td>Directors / CIO / Provost &amp; Fin VP</td>
<td>Agreement to move forward with the recommendation</td>
<td>Current equipment lifecycle Impact of the equipment Analysis of alternatives Budget</td>
<td>History / Background Assumptions Alternatives Recommendation</td>
<td>Staff update Implementation team Campus newsletter article Accomplishment (annual)report</td>
</tr>
</tbody>
</table>
Resulting Sample Docs.

- Handout.
- Position Justification.
- Decision Memo.
Activity IV – Excel Matrix.

• Large Group activity! 10 min.

• Fill in the details for our common issue.

• Five whys?
Activity V – Build your structure.

• Small group activity. (10 min)
• Each table – select an issue of common interest.
  – Remember, audiences and messaging!
• Report back to the large group. (5 min)
Activity V – Feedback.

- Difficulties?
- Challenges?
We could take a break…
Justifications?

- Department ratings/stature.
- Diversity – faculty and students.
- Curriculum needs.
- ????
Activity VI – A topic that matters to you.

• Individual Activity. (10 min)
• Putting it all together!
• Pair and share - seek strong points. (10 min)
Final thoughts.

• You may think you don’t have the time for this approach...
Don’t cheat yourself!

You *are* selling something important!
Why one page?

• Your audience is composed of busy people.

• Plan for 20-30 minutes of their time – **IF** you get an audience.

• Your document must stand on its own!
Concise Communications

• Thanks for your participation!

• Don’t forget the survey!