Skyline College Promise: Meta Majors and Guided Pathways Design Team
Communications Plan

DRAFT 2/24/2017

Objectives:
1) Excite and educate the campus community about meta-majors and guided pathways
2) Identify challenges and issues driving the meta-majors and guided pathways
3) Communicate process, timing, roles and responsibilities for the creation and roll-out of meta-majors and guided pathways

Key Dates
Flex Day (ambassadors begin work, materials needed) March 8, 2017
College-wide Division Meeting April 14, 2017
Launch meta-majors Fall 2018

Communications Tactics
Project Website
Skyline Promise Program Guide
Sky Shines articles

Fact Sheets
- Skyline College Promise
- Meta-majors and Guided Pathways
- Skyline College Promise Scholarship
- Summer Scholars Institute
- Student Support Services
- Others (i.e. ASAP, etc.)

PowerPoint
- Skyline College Promise
- Meta-majors and Guided Pathways

Video/infographics

Campus presentations
- Formal town hall-style meetings
- Department/unit presentations
- Informal/face to face

Employee/student emails