

Antioch University Communications Plan

February 17, 2008

DRAFT

Goal

To communicate carefully selected key messages efficiently, effectively and in a timely manner regarding the suspension of College operations June 30, 2008, the shuttering of the College for a period of time and the Board of Trustees and Antioch College Continuation Corporation's continued negotiations.

Objective 1: Develop specific, carefully selected key messages to send to key audiences identified below. The messages will focus on the effects of the Board's decision on Antioch College and the five nonresidential campuses. Note both the College and University are jeopardized if any announcement is not carefully controlled and handled.

Objective 2: Develop talking points for use by the communications team and University leadership upon release of the Board's decision.

Objective 3: Target key audiences identified below.

Objective 4: Be prepared to send an e-mail to the appropriate audiences, listed below; ensure all databases are updated and ready to send once an announcement is made.

Objective 5: Ensure no member of the Board of Trustees confirms or denies any rumors that may circulate.

Key Audiences

- Board of Trustees
- ULC
- Alumni Board members and alumni
- Faculty, staff and students of the College through the President and with the Board Chair and Chancellor, if appropriate
- Faculty, staff and students on the nonresidential campuses through the Presidents
- Prospective students for the nonresidential campuses
- College parents
- Donors and potential donors
- Yellow Springs community
- Higher education media nationwide
- Media nationwide
- Higher education leaders nationally

For use by the communications team:

Background/chronology

See the separate document.

Talking Points and Specific Next Steps

Antioch University's Board of Trustees and the Antioch College Continuation Corporation, a nonprofit Ohio corporation, have not yet reached agreement in the transfer of Antioch College from Antioch University to the independent corporation. A desire to find a common ground continues to motivate both groups in their passionate work.

At the February Board of Trustees meeting, the Board-appointed negotiating team, with oversight by the Trustees' Finance Committee, presented the Trustees with detailed oral reports about negotiations to date. The Board was told the negotiating team had met twice with the ACCC and the Finance Committee met twice after those sessions evaluating, providing feedback and analyzing the results. Prior to this meeting the Board was provided with written detailed reports on all these meetings.

Based on the current lack of a sustainable fiscal and academic plan for the College by the ACCC, the University Board of Trustees reaffirmed its June 2007 decision to suspend operations at Antioch College beginning June 30, 2008. This reaffirmation was made explicit so students, faculty and staff would be able to continue planning for the next phase in their education and careers.

Should the transfer of the College occur at a later date, the ACCC will determine the date and scope of the College's reopening.

Antioch University and the College administrations will work together with all Antioch College students, faculty and staff to ensure they are able to plan the next steps in their academic and professional careers.

The five other Antioch University campuses will continue to operate with no interruption.

Goals, Strategies and Tactics by Audience

1. Board members

Goal: To ensure the Board has access to all information communicated about its decisions at the February Board meeting and to ensure the Board's decision is communicated broadly and accurately.

Task: Draft the communications plan and chronology of events for the Board.

Responsibility: Group	Date Due: Done
-----------------------	----------------

Task: Distribute and discuss the press release, the communications plan and chronology of events to the Board.

Responsibility: Mary Lou	Date Due: Board meeting
--------------------------	-------------------------

Tasks: Create and distribute-- the press release accompanying chronology and Board chair op-ed.

Responsibility: Group to draft	Date Due: Done
Responsibility: Lynda and Mary Lou to oversee distribution	Date Due: after the Board decision

Tasks: Draft an op-ed from Board Chair Zucker outlining the rationale for the Board's decision and the realities facing the Board; share with Board members and place with the Yellow Springs newspaper or the Dayton Daily News.

Responsibility: Group to draft	Date Due: done
Responsibility: Lynda to submit	Date Due: after the Board decision

Task: Pitch Chair Zucker or appropriate Board member for interviews with the Chronicle of Higher Education and InsideHigerEd.com.

Responsibility: Lynda and Mary Lou	Date Due: after the Board decision
------------------------------------	------------------------------------

2. ACCC, ACCC's PR group (skypr), Alumni Board Alumni Chapters

Goal: Ensure ACCC, ACCC's PR group and the alumni board leadership have access to information and documents for distribution to their constituents once a decision has been made.

Task: Communicate with Alumni Board Chairs the decisions of the Board and the chronology of the past year.

Responsibility: Group to draft	Date Due: After Board meeting
Responsibility: Lynda and ML	Due Date: After Board meeting

Tasks: Create and distribute the press release, press release chronology and op-ed.

Responsibility: Group to draft	Date Due: Done
Responsibility: Lynda and Mary Lou to oversee distribution	Date Due: after the Board decision

Task: Feature any announcement in an immediate issue of the Antioch Update, on Antioch.edu, the College website and IA's publication based on press release language.

Responsibility: Lynda	Date Due: after the Board
-----------------------	---------------------------

	decision
--	----------

3. Faculty, staff and students at the College

Goal: Ensure faculty, staff and students receive an update on any Board decisions as quickly as possible.

Task: Prepare and make a public announcement on the campus and the president to hold constituency meetings on campus after the Board decision (4 hour response time needed, please see attached process).

Responsibility: Lynda Sirk and President	Date Due: after the Board decision
--	------------------------------------

Tasks: Feature any announcement in an immediate issue of the Antioch Update, Antioch.edu and the College website based on press release language.

Responsibility: Group to draft	Date Due: Done
Responsibility: Lynda and the College	Date Due: after the Board decision

Tasks: Update this audience on ongoing negotiations. An electronic communications update should be issued with any news..

Responsibility: Group to draft	Date Due: Ongoing
Responsibility: Lynda to oversee distribution	Date Due: as negotiations proceed

Task: Should the faculty re-file their lawsuit against the University, prepare a statement to address specifics of the suit. Language will include: "The Alumni Board's financial consultant validated the financial basis on which the Trustees' original decision was made."

Responsibility: Group to draft	Date Due: ASAP after the suit is filed
Responsibility: Lynda to oversee distribution internally and externally	Date Due: upon completion of the statement

4. Parents of students

Goal: Ensure parents are updated with the most accurate information possible.

Task: College has established a call center to communicate with parents.

Responsibility: College	Date Due: after the Board decision, but available currently
-------------------------	---

Task: College to write a letter to parents updating them on the impact of the Board's decision on their children.

Responsibility: Lynda and President	Date Due: Draft to be distributed after the Board decision. but available currently
-------------------------------------	---

Task: College to put all public information online on the parents' webpage.

Responsibility: Lynda Sirk	Date Due: after the Board decision
----------------------------	------------------------------------

5. Faculty, staff and students at the nonresidential campuses

Goal: To ensure faculty, staff and students on the nonresidential campuses understand the Board's decision and receive reassurance there will be no impact on them, their prospective students or on their current students' education.

Tasks: Prepare and distribute an e-mail announcement from the Chancellor to the Presidents in advance of any decision and be prepared to distribute immediately to all nonresidential internal audiences.

Responsibility: Teresa to draft	Date Due: ASAP
Responsibility: Mary Lou to ensure the text is sent from Toni to the Presidents	Date Due: after the Board decision
Responsibility: Presidents hold responsibility for sharing with their campuses	Date Due: after the Board decision

6. Prospective students for the nonresidential campuses

Goal: Ensure the nonresidential campuses are more visible to potential students.

Task: Update Antioch.edu with academic information about nonresidential campuses and human interest stories, innovative faculty activities, etc.

Responsibility: Mary Lou and Lynda	Date Due: ongoing after the Board decision
------------------------------------	--

Task: Post a statement about the "non-impact" of the Board's decision on nonresidential campus websites.

Responsibility: Mary Lou and campus marketing directors	Date Due: after the Board decision
---	------------------------------------

Task: Post a vision statement for the University.

Responsibility: Lynda and Mary Lou	Date Due: after the Board decision
------------------------------------	------------------------------------

7. Donors and potential donors (tasks are listed under alumni communications, #2 above)

Goal: Coordinate all communications with donors and potential donors with messaging distributed by the IA Office to ensure they understand how the decision impacts them.

8. Yellow Springs community

Goal: Ensure the Yellow Springs community understands the impact of the decision.

Task: Invite the Yellow Springs to the on campus public forum through PSA announcements to be aired on WYSO (see attachment).

Responsibility: Lynda Sirk	Date Due: after the Board decision
----------------------------	------------------------------------

Tasks: Draft and run an op-ed by the Board Chair to run in the Yellow Springs newspaper and a second draft in the Dayton newspaper (see #1, above).

Responsibility: Group to draft	Date Due: done
Responsibility: Lynda to submit	Date Due: after the Board decision

9. Higher education media nationwide:

Tasks: Send press release to all higher education media (see #1, above).

Responsibility: Group to draft	Date Due: Done
Responsibility: Lynda and Mary Lou to oversee distribution	Date Due: after the Board decision

Task: Arrange interviews with Chair Zucker or other appropriate Board member following any announcement (see #1, above).

Responsibility: Lynda and Mary Lou	Date Due: after the Board decision
------------------------------------	------------------------------------

Tasks: Send the press release to higher education associations and ask for opportunities to write about or provide communications on the decision and next steps, lessons learned, etc.

Responsibility: group to draft	Date Due: Done
Responsibility: Lynda to contact: • Association of Independent Colleges and Universities of Ohio (AICUO) • Southwestern Ohio Council for Higher Education (SOCHE) • Great Lakes Colleges Association (GLCA)	Date Due: after the Board decision
Responsibility: Teresa to contact: • Association of Governing Boards (AGB) • American Council on Education (ACE) • Council for Adult & Experiential Learning (CAEL) • Council for Advancement and Support of Education (CASE) • Council for Higher Education Accreditation (CHEA)	Date Due: after the Board decision

• National Association of Independent Colleges and Universities (NAICU)	
---	--

Tasks: Draft an op-ed for Toni focusing on lessons learned, what other institutions can learn from the past year and half.

Responsibility: Annie Beckmann	Date Due: after the Board decision
Responsibility: Teresa and Lynda to oversee distribution	Date Due: after the Board decision

10. Media nationwide

Tasks: Send main press release to the Associated Press. Lynda's media database, key outlets for each of the nonresidential campuses, and the outlets that have covered the College's story most frequently (see #1, above).

Responsibility: Group to draft	Date Due: Done
Responsibility: Lynda and Mary Lou to oversee distribution	Date Due: after the Board decision

Attachment
Campus Meeting Plan

**Antioch College
Campus Plan for Announcement of Results of the Negotiations**

This schedule is a guideline for the process of release of the announcement. It is crafted to be flexible and is to be adjusted according to the time and date of the final decision.

Schedule for the day of the release:

Prior to the 10 a.m. PSG meeting, **EMBARGO** Release with timeline and send to local, regional and national media with announcement of the 11 a.m. Kelly Hall meeting

Call Paul Maasson at WYSO to begin the PSA announcements of the meeting place and time for the announcement. Paul also will send a reporter to the announcement for a live feed to station. If announcement breaks after 5 p.m., also call Peter Hayes on cell (937.684.7883).

Call Tyler Lee as representative of ComCil to initiate assistance with press

SCHEDULE OF MEETINGS:

PSG	10 a.m.	(all department heads)
CG	10 a.m.	to join PSG (3 community managers)

PSG and CG move to Kelly Hall for the community meeting

Kelly Hall	11 a.m.:-	general meeting for campus and YS community Podcast from LA of Art and Toni Coordinated through WYSO YS and WYSO LA—a FIRST
------------	-----------	---

Lunch	12 noon--	possible delay of lunch schedule
-------	-----------	----------------------------------

Staff	1 p.m.	
-------	--------	--

AdCil	3 p.m.	
-------	--------	--

Faculty	4 p.m.	faculty
---------	--------	---------

Students	5 p.m.	dinner extended in the calf
----------	--------	-----------------------------

Evening	7 p.m.	on evening activity for students ... <i>Can We Talk?</i> Hosted by CG; extended food, music and adults on campus to talk with—Andrzej, Janice, las, Milt.
---------	--------	---