<u>Getting what you want: A compelling, reusable, one-page message.</u>
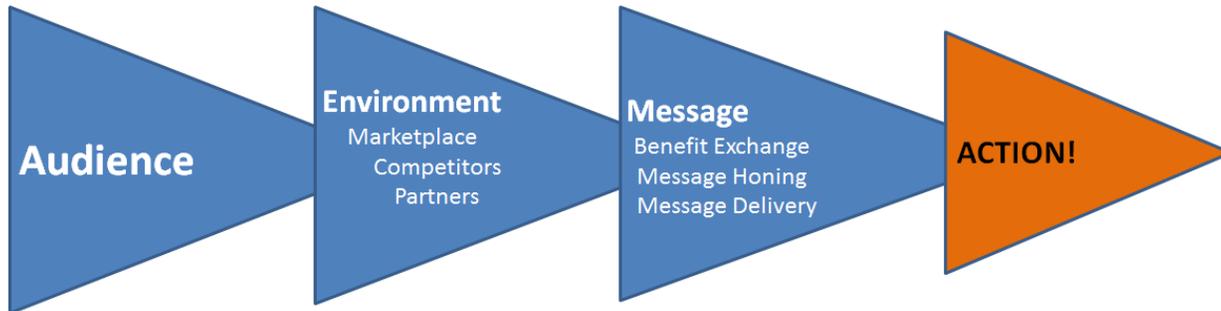
ACC – February 15, 2018   Betsy B. Draper / Martin A. Draper   Kansas State University

<u>Abstract:</u> Using examples from planning and evaluations government and business models, presenters will share tactics and strategies for simple, concise communications on important issues. Participants will practice by developing a one-page position paper, briefing paper or decision memo.

Who, What, When, Where, How, WHY!

Audience → **Environment** Marketplace / Competitors / Partners → **Message** Benefit Exchange / Message Honing / Message Delivery → **ACTION!**

Adapted from: Katya Andreson, *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*

<u>Issues:</u> Areas of Focus

	What are your areas of focus?

• Personnel actions?
   o Hiring
   o Firing
   o Promotions
   o New directions
   o Disciplinary
   o Improvement plans
• Budget concerns?
   o Equipment
   o Facilities
   o Start-up
• Space needs?
   o Classrooms
   o Laboratories
   o Greenhouse
   o Offices	

<u>Notes / Questions:</u>

One-Pager Outline Matrix

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