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FIVE LESSONS FOR SUCCESSFUL COMMUNICATION ABOUT YOUR CAMPUS DEVELOPMENT



How to communicate plans to develop your education estate as a recipient of capital funding.

1. Have a plan

Running a complex institution in the education space can be a challenge, but clear communications planning, aligned with your organisation's overall strategy, is key. Put in place as many of the known milestones as possible and work towards clear deadlines.

4. Think creatively

Give consideration to the factors that make your project shine and how you'll go about using these to make it a success. What does it mean for the wider area? What impact will it have on your community? Are there any historical points of interest to be drawn upon?

2. Engage early

In order for your project to succeed, you'll need to build a consensus. It is not just students and staff who'll need to be brought on the journey, but also wider stakeholders such as your local business community, interest groups, local politicians and partners. Are there other influential groups you'll need to work with early in the process?

5. Measure your success

Take the time to think about what 'good' looks like. Is it being front of the queue when new funding becomes available? Is it an uptake in student recruitment? Or perhaps it's reputational transformation for your organisation? It's crucial to set in place clear metrics and KPIs to ensure you know what you're aiming for – and that you've been able to deliver on it.

3. Work collaboratively

Capital projects involve many different organisations and many moving parts. It's likely that you'll be dealing with a variety of stakeholders – all of whom want their involvement recognised and to feel engaged. Map them out and ensure they know you care that they have a real stake in your proposals.

CONTACT US

Social has direct experience in supporting FE institutions in the successful delivery of major capital projects, including stakeholder relations, consultation support, event planning and PR. To discuss your communications needs, contact our **Head of Media, Julian Pearce:** julian.pearce@social.co.uk

