

Communicating Funding Formula Data Elements and Metrics to Stakeholders

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Principles of Good Communication

- Identify your audience.
- Keep your messaging simple and relevant.
- Utilize existing resources and identify new areas for disseminating your messages.
- Consider the timing that makes the most sense.

Example:

Legislators, commissioners, and board members may want to know how these formulas were developed.

Staff at institutions may need to just know how they compare to the standard, and which areas specifically they can work on.

Identifying Your Audience

- Who are you trying reach?
- What is the purpose of the information for each audience?
- What context do they already have/need?
- Why is it important they understand the information being presented?

Build Out Your Messaging

- Messaging should be tailored to each audience, while maintaining accuracy and consistency.
 - What data points are most relevant and easy to share?
- Start with what questions you get asked the most or what misinformation you may need to address.
- Telling a story and bringing in a human element goes a long way.
 - If you have a statewide goal for 60% with a degree by 2030, how many actual people is that? Those are potential lives changed.

Disseminating Your Information

- What channels already exist? Are you utilizing them well?
 - Newsletters or regular email communication
 - Monthly webinars or quarterly meetings
 - Publications, fact sheets, infographics or other handouts
 - Videos, podcasts and other forms of social media
- What partnerships already exist or could be formed to help disseminate your messaging?
- What new channels do you need to explore? How will you drive traffic to your content?

Example:

Legislators and board members may have term limits. Is there an onboarding process or document to help new members understand the background info?

Is there ongoing communication or updates for those who aren't new?

Consider Your Timing and Resources

- Is there a specific timeline that this information is the most relevant?
- What should be your frequency of communication?
- What are your resources?

