

Consultation and Engagement Strategy

Information Futures Commission 2008

Document history

DATE	VERSION	SUMMARY OF CHANGES	DISTRIBUTION
23 Jan 2008	0.1 (draft)	No previous version.	Project team, for comment
30 Jan 2008	0.2 (draft)	Amended table of key stakeholders, added example project calendar (as appendix).	Project team, for comment
13 Feb 2008	1.0 (final)	Moved appendices to separate documents, for use by Project Team and Steering Committee.	Steering Committee, for information

Purpose of this document

This Consultation and Engagement Strategy identifies requirements and methods for general and project-related communication to and from the Information Futures Commission. It identifies key stakeholder groups and methods of engagement for the duration of the project, January to July 2008.

The strategy may need to change during implementation, depending on emerging requirements and stakeholder feedback. Changes to the strategy will be announced and implemented as early as possible.

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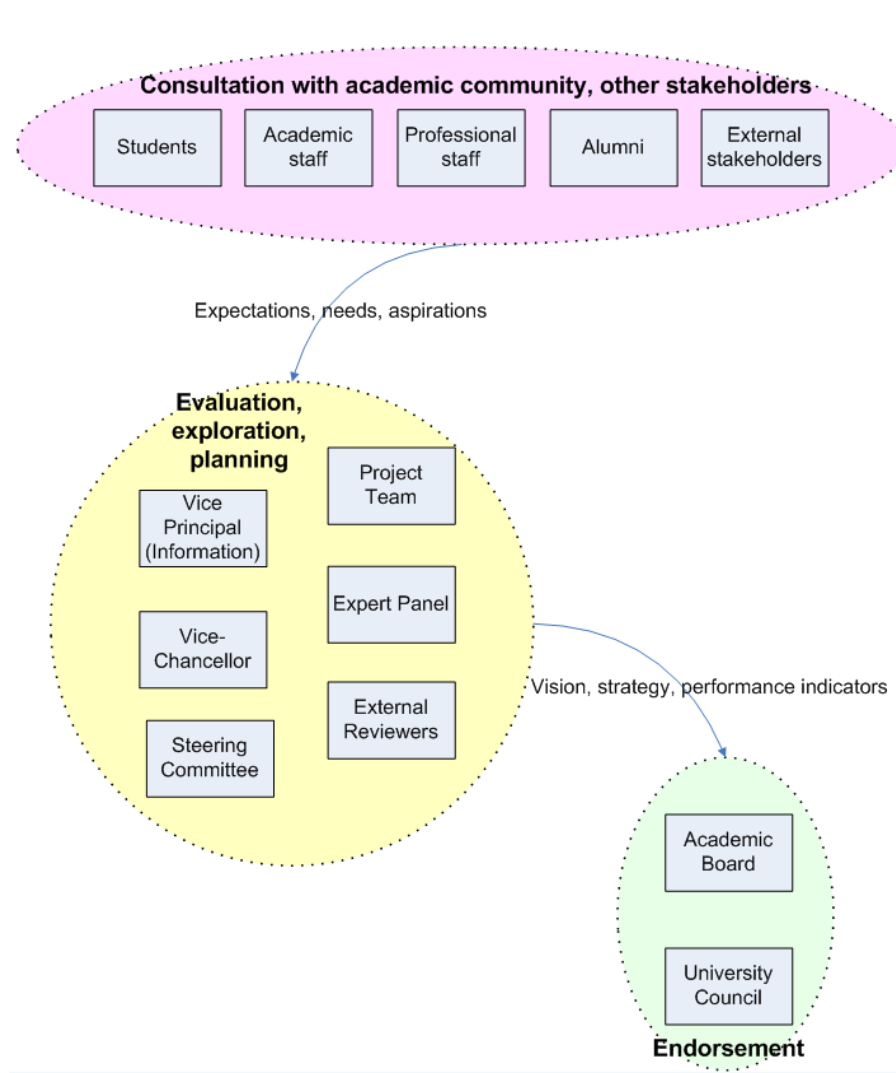
Communication requirements

In 2008 the University community will develop an Information Futures Strategy, positioning the University of Melbourne as a leader in the application of scholarly information and technologies for research, learning, teaching and knowledge transfer.

This collaborative project is a new phase in the implementation of the Growing Esteem vision. Development of the Information Futures Strategy will be coordinated by the Information Futures Commission Steering Committee, chaired by the Vice-Chancellor and led by the Vice Principal (Information).

The Information Futures Strategy will be submitted in mid-2008 for endorsement by Academic Board and University Council.

To achieve this endorsement, the strategy must have the support of researchers, academic staff, students, professional staff and other key 'influencers'. Effective communication and engagement with these stakeholders will be essential.



Identifying stakeholders

The Steering Committee and Project Team members are individually and collectively responsible for ensuring that stakeholders relevant to each Information Futures Commission activity are identified and that appropriate methods of stakeholder engagement are used.

Methods for identifying and engaging with stakeholders include:

- Providing the Steering Committee with this document for their feedback and seeking their support
- Attending relevant University information sessions, committee meetings and other events, to identify and engage with relevant stakeholders
- Using established University communication channels for promotional purposes and for inviting participation or feedback
- Using Information Futures Forums and other information sessions to gather stakeholder details
- Sharing information and news through email, the website and formal and informal meetings
- Storing project documentation, especially stakeholder lists and discovery/intelligence documents, on the project fileserver for access by all Project Team members
- Recording details of stakeholders who have attended meetings, briefings and information sessions

Key stakeholders

At project start-up, the following key stakeholders had been identified. Other stakeholders may emerge during the project. Should this occur, the Project Team will determine appropriate communication and engagement strategy for the new stakeholders.

STAKEHOLDER GROUP	PRIMARY TYPE OF ENGAGEMENT	TYPICAL COMMUNICATION METHOD
University governance: <ul style="list-style-type: none"> • Vice-Chancellor • Chancellor • Provost • Deans 	Engagement	Personal contact via Vice Principal (Information), informal contact by Steering Committee members



STAKEHOLDER GROUP	PRIMARY TYPE OF ENGAGEMENT	TYPICAL COMMUNICATION METHOD
<p>University governance (continued):</p> <ul style="list-style-type: none"> • Members of relevant University committees • Academic Board • University Council 	<p>One-way + Feedback</p> <p>One-way + Feedback</p>	<p>Occasional papers submitted via committee secretary</p> <p>Advocacy by members of the Steering Committee as members of these committees</p> <p>Attendance by Vice Principal (Information)</p> <p>Regular contact via Vice-Chancellor, Steering Committee members and Vice Principal (Information)</p> <p>Occasional papers submitted via committee secretary</p>
<p>Project governance:</p> <ul style="list-style-type: none"> • Steering Committee • External Reviewers • Expert Panel 	<p>Engagement</p>	<p>Regular meetings and workshops</p> <p>Direct, personal contact with Project Team, Vice-Chancellor and Vice Principal (Information)</p>
<p>Senior influencers:</p> <ul style="list-style-type: none"> • Professoriate • All academic staff • Postgraduate research students • Faculty/department managers 	<p>Engagement</p>	<p>Regular communication via email</p>
<p>Other internal stakeholders:</p> <ul style="list-style-type: none"> • Postgraduate coursework students • Undergraduate students • Library staff • Client relationship managers (Information Services division) • Other Information Services staff • Related University entities such as MUP and the bookshop • All other University staff 	<p>One-way + Feedback + Engagement</p>	<p>Attendance at Information Futures Forums and student-staff forums</p> <p>Presentations by Steering Committee and Project team members to faculty committees or local workgroups</p> <p>Attendance at workshops for focus groups</p>

STAKEHOLDER GROUP	PRIMARY TYPE OF ENGAGEMENT	TYPICAL COMMUNICATION METHOD
Other external stakeholders: <ul style="list-style-type: none"> • Alumni • Benefactors • Peers at other institutions (researchers, librarians, curators, technologists) • News media 	One-way + Feedback	Web site Media liaison via Corporate Affairs Officer

Types of interaction with stakeholders

This strategy document describes how the Information Futures Commission will interact with its various stakeholders. The strategy includes three broad types of interaction:

- **One-way communication** (sometimes called marketing or public relations), where the project team provides information to identified audiences
- **Feedback**, whereby interested parties can provide comments or suggestions to the project team
- **Engagement**, where there is mutual participation by stakeholders and the project team, for example via collaborative writing of discussion papers or through active participation in staff forums and workshops

One-way communication + feedback: closing the loop

Every one-way communication should include a 'call to action' -- a prompt to the audience, encouraging feedback and participation in the consultation process.

Wherever possible, the call to action should be specific and include a deadline:

Comment on this document: email your suggestions to info-futures@unimelb.edu.au by 31 March 2008

To RSVP for this workshop, calling extension 47257 before close of business on Wednesday 30 January

When messages do not require a specific response, they should nevertheless include contact details for obtaining further information about the project:

More information:

*www.informationfutures.unimelb.edu.au
info-futures@unimelb.edu.au
 8344 7257*

When feedback and questions are received by the project team the team will respond in several ways, depending on the specific circumstances.

TYPE OF FEEDBACK	RESPONSE
Written submission	<p>Publish online (if permission is given)</p> <p>Review with Expert Panel, to consider issues raised and ideas proposed</p> <p>Include in 'acknowledgements' section of final report</p>
Email to info-futures@unimelb.edu.au address	<p>Acknowledge receipt</p> <p>Where relevant, include in consultation process</p> <p>Otherwise, respond to enquiry</p>
Issues of concern about policy, strategy	Invite participation in consultation process

Consistency of message

The Information Futures Commission will operate as a fast-track project, commencing in January and delivering its final reports in July 2008. To prevent unnecessary delays, clarity and consistency of message -- regardless of delivery channel -- will be vital.

At all times, the Steering Committee and Project Team members should be able to articulate:

1. The current progress of the project, and next steps
2. Substantive issues currently under discussion
3. Opportunities for stakeholders to become engaged in the project

Where possible, the language of written communications should be re-used in multiple ways. For example, the same short 'overview' paragraph could be used in a media release, published in an email newsletter, and appear as an introductory blurb on the project web site and on a printed handout distributed at a staff forum.

Single source of information: the project web site

The project web site at www.informationfutures.unimelb.edu.au will be the single source of authoritative information about the Information Futures Commission and its work.

The web site will be updated frequently. A web form and email address (info-futures@unimelb.edu.au) will enable stakeholders to easily contact the project team.

Communication toolkit

To ensure consistent, clear articulation of key messages, the project team will develop a 'communication toolkit'. Most elements of the toolkit will be published on the project web site.

The toolkit will comprise documents such as:

- Summary statement, describing the scope of the Information Futures Commission in a single A4 page
- Summary project plan
- A short blurb that can be used in publications, newsletters and media releases, summarising the Information Futures Commission's role and contact details
- Guidelines for submissions and discussion papers

Other documents or templates may be added as the project progresses.

Monitoring and evaluation

The Project Team will collect data and feedback throughout the project, and as specific communication activities are completed. General performance measures include:

- Regular reports on enquiries received and resolved via the info-futures@unimelb.edu.au email address
- Attendance at Information Futures Forums, staff forums and information sessions
- Feedback forms collected at forums and information sessions
- Number of individuals participating in online discussions, degree of engagement (eg relative proportion of lurkers and active participants)
- Number of submissions received from individuals and organisations
- Usage of the project web site www.informationfutures.unimelb.edu.au
- Mentions in external media

Additional evaluation mechanisms and performance measures will be developed for specific events and communication activities.

The progress and success of engagement and communication activities will be reviewed monthly during the project, and this plan will be adjusted as necessary to suit emerging needs.