

UCEDD Directors Meeting at AUCD2018

Topic: Roundtable 10: Messaging to Promote UCEDDs within the University

Facilitator: Dawn Rudolph

Notetaker: Chris Murray

Participants: Kiriko Takahashi, Bruce Keisling, Derrick Willis, Rhonda Eppelsheimer, Matthew Wappett, Marcia Moriarta, Denise Rozell, Pat Osbourne, Susan Heatherington, Chris Murray

Discussion and Examples:

- 1) Having meetings with university communications (strategic communications), offering partnerships, trying to identify other departments that you can partner with, pushing stories through any kind of university communications group (e.g, self-advocate stories), those can sometimes then be picked up by broader news agencies.
- 2) Develop and maintain relationship with legislative staff within the university
- 3) Using the academic title or academic responsibilities to find ways to promote. Sometimes the avenue through academic programs has more influence than the center (grant) side.
- 4) Assign a person to build bridges—a staff member who works across units, departments, etc.
- 5) When you have opportunities, use funding to support faculty in academic departments
- 6) Interdisciplinary research group (across the university)
- 7) Serving on committees (university senate, university p&t committees)
- 8) Working closely with academic programs can provide benefits both in status within a university but also in terms of connections to the academic program.
- 9) Also important to ensure consistent understanding of what the UCEDD is **within** the UCEDD itself!!
- 10) Align your priorities as a UCEDD with university priorities.
- 11) Look at the AUCD Guide to University Search Committees for language to describe what the UCEDD does.
- 12) [Hexagon discussion and analysis tool from NIRN](#) can be used at any stage to determine a program's fit within the local context – may be useful in analyzing UCEDD fit within University
- 13) Reviewed & provided feedback on draft URC tools created to guide development of UCEDD elevator speech, and also UCEDD-University messaging tool.
 - a. Elevator speech tool is spot-on
 - b. Messaging tool is comprehensive – may be used in multiple ways:
 - i. Tool can serve as prompt to consider University political context
 - ii. Develop messaging within university
 - iii. Periodically review current messaging along with the tool to revise message
 - iv. Identify successful messaging, go back through the tool to identify what led to the success so it can be replicated elsewhere