

UCEDD Resource Center

A project of AUCD, in partnership with AIDD, to strengthen and support the network of UCEDDs

UCEDD Leadership: Pay it Forward

2014 TA Institute – Facilitated Session Notes

Thursday, March 20, 2014: 3:15-4:30 PM

High Impact Dissemination Strategies

- Matthew Gianino, Director of Communications, Institute on Disability, New Hampshire

How is this accomplished (strategies, funding, practical implementation)?

- Include communications in every strategic plan
- Influence/inclusion/ collaboration
- Information access
- Understanding capacity (skills, tools, time it takes)
- Utilize University resources
 - leveraging external university capacities/vehicles and changes
- Have someone in the leadership level (outside the UCEDD) advocate on your behalf re: constraints on branding
- Carefully choose your words when communicating your message
- Relationships
 - points of pride to communicate Center's message - 4 talking points for staff/leadership in meetings and conversations
- UCEDD should be a point in pride for University leadership
- Knowing what it is that you want to communicate
- Understand audience –who are you trying to engage?
- Content is accessible and appropriate for targeted audience
- Provide opportunities for the audience to engage with you “Twitter Break”
- Critical to utilize multimedia in communications
 - data visualization, info graphics, language, content appropriate
- Live streaming/ real time (i.e. WebEx) to communicate your message

Best practices re: products/website/materials

- Consistency/quality
- Clear who the source is
- Trust/investment in relationships
- Brand used with pride across all products and materials
- Tone/ personality/ voice / color
- Easily consumable
- Online subscriptions
 - Ask demographics
 - Area of interest
 - Segment list—constant contact/ vertical response/mailchimp
 - Give audience an opportunity to receive information that they want