



Create & Support Change with Communications

UNT[®]

UNIVERSITY
OF NORTH TEXAS[®]

EST. 1890

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About me:



Middle school me:
I'm going to be a
JOURNALIST!!



College me:
I'm GenX & I can
do anything! I'll
freelance & starve
until I make it!

Me at UNT:
Wow.
This is easy.
Is this all you want
me to do?
Promotion.
Promotion.
....
Hmm....
I still feel like
I could do more



Young adult me:
I'm making a difference!
Sort of.
I mean, sometimes.
I am, though...
right?



Me at UNT, part 2:
I'm exactly
where I want to be,
doing exactly
what I want to do.

Go Mean Green!!



Older me:
I met the love of my life... he looks familiar...
anyhoo...
I'm feel like I need a career change.
I want to make a difference!



We communicate all the time. **So, why is it hard?**

Even when we're working toward a shared goal, we approach it differently and that means we're communicating about the problem, the process and the solution differently.

Communicative leaders

- Create a trustworthy environment
- Challenge others to be innovative
- Listen thoughtfully
- Demonstrate empathy
- Provide recognition
- Emphasize “why” not just “who/how”
- Create a sense of purpose
- Build a community

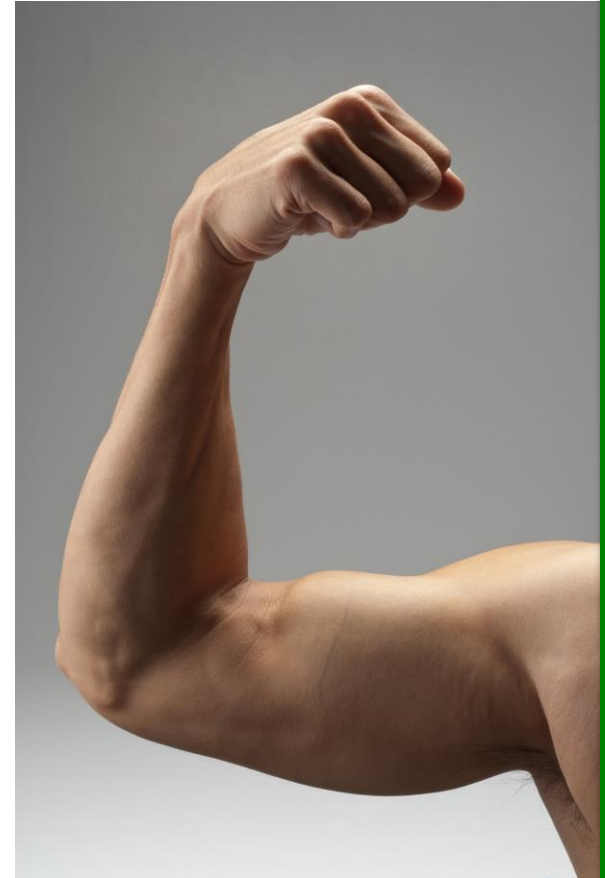
What do you do?

What gives you pause?



Strengthening takeaways

- List your communications values
 - **Not everyone has the same!**
- Outline your comfort zone
 - **What works for you/what you like**
- Outline your discomfort zone
 - **How will you challenge yourself**
- Create your own goals
 - Comfort + discomfort x values



Communicative teams

Communications is no longer a soft discipline. In today's world, communications can drive business or destroy it.

Communications is about influencing behavior. What you want to achieve becomes your goals.

Thoughts?

Communicative teams: what could go wrong?



- Fear of creativity
- Cynicism – “Oh great, something ELSE I have to do.”
- Wrong focus/not thinking about the end goal/end user
- Too embarrassed or shy
- Heavy with insider talk

What else?

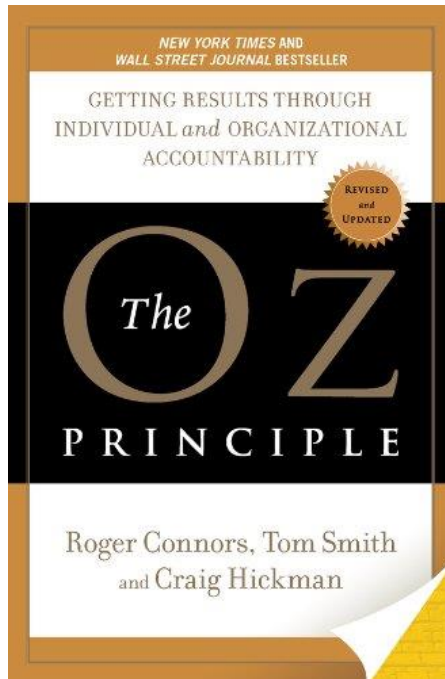
Communicative teams:

let's build one!

- A communications expert is great – but **everyone** plays a role
- Your leadership team needs a communications assessment
- Your organization needs a communications assessment
- Using communications tools to build trust, purpose, community
- After you have the basics, you can get more creative



Senior VP Bob Brown's creative approach



This used to be a plain line painted on a wall in Facilities.

UNT Police Department's creative approach



Parking Services' creative approach

Unt TR Moderator · 4 hrs · Add Topics

Take 2 (looks like our first post disappeared): TGIF Mean Green Family! UNT wears green on Fridays to show school spirit! Our UNT Transportation Services staff worked late last night to send out notices to 1,800 residence hall students who are now eligible to purchase parking permits. Please be sure your student is checking their email for details! This leaves 1,100 more to go and we'll get notices to those folks as soon as we get notification from Housing!

ALSO: Lots 15 and 31 (our smallest RR lots) are now sold out.



Chrissey Ghafer Tanguay Thanks for all your hard work!
Like · Reply · 4h

Laurie Hellings Abrahamson Y'all are the best at answering questions and helping everyone navigate through the process! Thank you!
Like · Reply · 3h

Beth Mowry Schlicht This team is AMAZING! Thank you for all of your help!
Like · Reply · 2h

Unt TR While Transportation is our main thing -- we're also really fond of food which is how we know that our partners at UNT Dining Services are also getting ready to develop a new dining hall that eliminates the "big 8" allergens: milk, eggs, fish, shellfish, wheat, peanuts, tree nuts and soy. Check out Kitchen West which is expected to open in fall: <http://www.dining.unt.edu/westhall>



DINING.UNT.EDU
UNT Kitchen West

Like · Reply · Remove Preview · 1d

Chrissey Ghafer Tanguay Unt TR I love how UNT takes care of our babies!
Like · Reply · 1d

Other creative approaches



Division Days & Breakfasts—
internal events

Training events – internal &
external

Community events - external

Communicative teams:

let's build one!

**What other
tools do
you need?**



Communications assessment

The 2 biggest takeaways:

- **Communications is a data-driven world!**
We have to move from: “I think we should” or
“We haven’t yet done” or “The biggest trend is”
To: “The data shows we need to”
- **Distribution does not equal communication.**

Communications is a data driven world

There is data for pretty much anything – **what do you really need to assess?**

- Social media engagement
- Website traffic
- Internal discussion groups
- External focus groups
- Open rates for email
- Surveys – keep it simple!



Distribution does not equal communication



Different messaging for different “buckets” – **who do you want to reach, what do you want to say?**

- Your leadership
- Your organization’s staff
- The entire campus faculty/staff
- Students
- Parents
- Visitors/other customers
- BOR, administration

Communications assessment: next steps

Learn your strengths & needs.
Learn how to reach your groups.

- Brainstorm creative activities
- Identify & develop “influencers”
- Identify & tell real stories
- Develop your voice & respond
- Tell everyone your goals
- Leverage your assets
 - Student help
 - Learning environment
- **Be reasonably patient**



What else do we need to discuss?