



**Diversity, Equity, and Inclusion (DEI)  
Strategic Communication Plan  
Fall 2021 – Spring 2022**

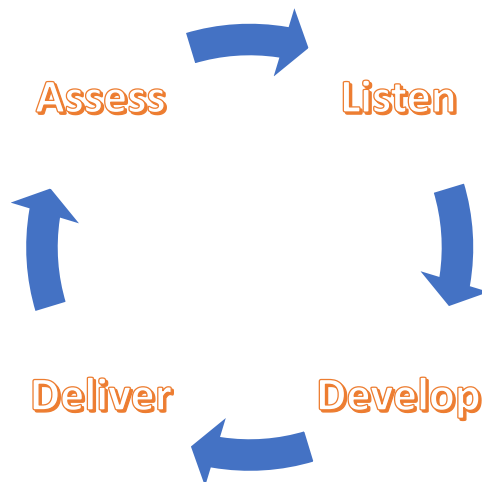
**Purpose:** To facilitate the development and establishment of multi-channel communication to support a more comprehensive, integrated, and strategic focus on diversity and inclusion in the College of Criminal Justice and Criminal Justice Center.

**Objective & Audience:** The Strategic Communication Plan objective is to disseminate clear, concise, and accessible information about collegewide DEI initiatives and activities to a broad audience, and to expand external outreach to increase visibility and marketability of diversity, equity, and inclusion efforts.

**Communication Goals:**

- Market Comprehensive COCJ/CJC DEI activities and initiatives
- Facilitate faculty, staff and student engagement
- Increase DEI event participation
- Exchange relevant DEI information and resources
- Promote college/campuswide DEI efforts
- Enhance awareness and visibility of Director of DEI and faculty, staff, and student support services.

**Communication Model: Human Centered Focus**



## Expected Communications Outcomes/ROI:

- Clear, marketable DEI brochures/resources available for download
- Solid presence on virtual platforms such as [shsu.edu/cjdiversity](http://shsu.edu/cjdiversity), [Twitter.com/CJCares](https://twitter.com/CJCares) and YouTube.
- Increased visibility and expanded outreach for DEI activities and initiatives implemented by the College.
- Stronger strategic partnerships with all SHSU DEI stakeholders
- Enhanced student and employee engagement throughout the College by addressing day-to-day concerns of students, faculty, staff, supervisors, and managers by highlighting best practices and enhancing skill levels in applying DEI principles to learning and teaching environments.

## Deliverables:

1. **COCJ Diversity Newsletter:** Quarterly publication that showcases efforts to promote DEI across the College, related research, upcoming events, and opportunities. (*Aug., Nov., Feb., May*)
2. **Virtual Resource Exchange:** DEI website & resource repository to share feedback, DEI-related articles, tool kits, resources, videos, and other relevant content. (*[shsu.edu/cjdiversity/resources](http://shsu.edu/cjdiversity/resources)*)
3. **DEI Calendars:** Calendars of COCJ/CJC DEI events, trainings and DEI-related Observances published Fall, Spring, & Summer (*Aug., Jan., May*)
4. **DEI Display Center:** Wall Display for promoting DEI resources, events, and DEI-related initiatives and activities. (Located in A251)
5. **Digital E-Blasts:** Occasional emails to distribute DEI surveys, promotional flyers, events, opportunities, and DEI after-action updates
6. **Forums:** Townhall forums hosted fall and spring semester to share DEI updates and initiatives open to faculty, staff, and students.