



# SUPPLEMENTAL MODULE SUMMARY

## TOPIC:

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Communication

## TITLE:

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Articulating the vision: a communications strategy for a SET region

## PURPOSE:

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Learn ways to craft and disseminate a consistent message that generates awareness of SET and builds regional support and understanding with key stakeholders

## OVERVIEW

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While this module is not designed to make the SET team public relations and communications experts, it will help strengthen their community relations work. The module includes several activities that will help the SET team prepare a communications strategy for the SET initiative.

## SUMMARY OF TOPICS COVERED:

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Communication Process  
Stakeholder Analysis  
Internal and External Audiences  
Communications SWOT Analysis  
Communications Channels/Delivery Mechanisms  
Message Development

## WHERE IT MAY FIT IN THE PROCESS:

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This module should be completed as the regional plan is finalized and before the team moves into implementation.