**SIMULATION CENTER**

**COMMUNICATION ACTION PLAN**

**OVERVIEW & PURPOSE**

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| Throughout the 2017-18 academic year, the Simulation Director will utilize this action plan to actively demonstrate our capabilities and accomplishments to students, faculty, staff, and community partners. The communication plan directly supports the Simulation Center vision statement which reads, “*Our vision is to become a regional ‘Center of Excellence’ for initial, follow-on and advanced skills training in various medical fields thereby positively impacting healthcare in the surrounding areas. We will continue to enhance state-of-the-art education to our students and healthcare partners through the use of medical simulation with a focus on interdisciplinary environments.*” This plan also supports the college’s marketing and corporate education program. It directly supports WDT Strategic Plan Target 1.7.1 and 2017-18 Institutional Benchmark 1.7.1. |

**MESSAGE(S)**

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| 1. The WDT Simulation Center will perform the following tasks to actively communicate our capabilities:
	1. Newsletter
		1. The Simulation Center will produce a quarterly newsletter titled “Simulation Today” and distribute it electronically via Constant Contact and post it around campus.
		2. The Simulation Center will submit articles to the South Dakota Department of Health’s quarterly newsletter titled “Healthcare Workforce”.
	2. WDT Website
		1. The Simulation Center will provide updates as needed to ensure the simulation portion of the WDT website is accurate.
		2. The Simulation Center will submit stories to the WDT Marketing Coordinator to post as blogs on the website.
	3. WDT Marketing
		1. The Simulation Center staff will wear Western Dakota apparel when presenting to the public or serving an external client.
		2. Business cards and brochures will be utilized as opportunities materialize.
		3. The Simulation Center will work with WDT Marketing on branding standards for communications and events.
	4. Media Events
		1. The Simulation Center will support media events (such as news stories about simulation) and encourage our students to participate.
		2. The Simulation Center will look to expand our reputation across the state by presenting to public and private entities.
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**FEEDBACK & MEASUREMENT**

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| Audiences will provide feedback regarding simulation communications through face-to-face interaction, phone calls, e-mail, voicemail, text, teleconference, WDT Facebook page, and WDT YouTube channel comments. Measurements to be used include:1. At least one major communications outreach (such as the newsletter) is distributed per quarter.
2. A student handbook is in place prior to the start of the 2018 spring semester.
3. The simulation contact listing, maintained by Simulation Director, demonstrates at least one communication outreach effort per month.
4. Communication efforts drive demand to aid in a simulation utilization rate of >40%.
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**SECTION 6: COMMUNICATION ACTION PLAN**

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| **SOURCE** | **AUDIENCE** | **MESSAGE** | **METHOD** | **FREQUENCY** | **FEEDBACK** |
| News Interviews | All of WDT, Community | Updates & Recaps | Media | Every opportunity | E-mail, phone, verbal |
| Conferences | Attendants | Updates & Recaps | Verbal, Presentation | Every opportunity | E-mail, phone, verbal |
| Campus Update | Faculty, Staff, Students | Updates | E-mail blast, social media | Once per month | E-mail, Verbal |
| Simulation Offerings | External Clients | Proposals for service | E-mail, phone, verbal | At least once per month | E-mail, phone, verbal |
| Healthcare Workforce | Healthcare Fields | Updates | E-mail blast, web page | Once per quarter | E-mail, phone, verbal |
| Simulation Today | All of WDT, Community | Quarterly recap | Constant Contact | Once per quarter | E-mail, verbal |

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