



Mission

Our mission is to support clear, open communication and transparent decision-making that provides critical, relevant, and timely information among faculty, staff, and students; serves the University's mission and aspirations; engages our community; engenders trust; and creates a strong connection with the University of Minnesota.

Vision

Internal communication at the University connects faculty, staff, and students to each other and to the mission and aspirations of the University and is trusted as an authentic, inspiring, and collaborative resource that nurtures our shared values, purpose, and strong connection to the University of Minnesota.

Goals

1. Create and Implement a U-wide Internal Communication Plan

Internal Communications is coordinated by a strategic plan, which facilitates fluid, coordinated, multi-modal, and two-way messaging based on the University and internal communications' mission and vision. Messages are unified by a brand identity, which spans print, face-to-face, and electronic communications.

2. Build Internal Communications Infrastructure

Internal communication at the University of Minnesota is supported by a coordinated, collaborative, fluid, and strategic infrastructure. Staffing needs, reporting structures, and the relationship of University Relations to colleges/units are defined; processes, procedures, and technologies to support collaborations are in place; and standards and measures of success are defined and utilized.

3. Ensure Audience-focused Internal Communication

Our internal communication practices are grounded in an ongoing assessment of the needs and preferences of our various audiences.

4. Establish Benchmarks and Best Practices

Best practices and benchmarks are utilized as a part of an ongoing feedback loop for the U's internal communications program. Best practices scans and benchmarks incorporate information from University units, peer institutions, and centers of internal communication excellence in the higher education and business communities.