



**BABSON**

**STRATEGIC PLANNING LAUNCH  
COMMUNICATIONS PRINCIPLES AND PLAN**

# OUR COMMUNICATIONS GOALS

- Engage entire Babson community as well as external stakeholders in strategic planning to generate the best ideas and initiatives from the most diverse insights possible
- Come to a community understanding of disruption in higher education and Babson's need to evolve
- Build excitement and confidence that translates into strategy adoption and accelerated execution with clearly articulated initiatives and commensurate metrics for success
- Help unify the campus community by making this a transparent, inclusive process

# OUR COMMUNICATIONS COMMITMENTS

- 1. Inclusion.** We will engage with the entire Babson community as well as external stakeholders.
- 2. Transparency.** We will communicate clearly, openly and frequently throughout this accelerated process.
- 3. Respect.** We will provide ample lead-time to maximize your ability to participate and will respond to actionable requests rapidly. We will welcome opposing views and foster debate.
- 4. Global Orientation.** We will use multiple communications channels and schedule activities at different times to provide many opportunities for our global community to engage at different levels.

# STAKEHOLDERS WE WILL ENGAGE

## Governance and Leadership

- Board of Trustees
- Board of Overseers
- Global Advisory Board
- Past Presidents and Governance Alumni
- President's Cabinet
- Babson Alumni Association leadership

## Faculty, Staff & Students

- Faculty Senate Exec. Committee
- Faculty Senate
- Division Chairs
- Full and Part-time Faculty
- All Staff
- Undergraduate Student Government Association/Graduate Student Council
- Students (current and incoming)
- Admitted Students (who don't deposit)

## Extended Community

- Alumni & Friends Network
- Parents
- BEE Customers
- Research partners
- Collaborative members
- Top Employers
- Town of Wellesley/Needham
- Vendors
- Outside Experts and Consultants
- H.S. Guidance Counselors
- Olin and Wellesley College
- Entrepreneurs
- Political & Science Leaders

# WAYS WE WILL KEEP YOU INFORMED

**Bi-weekly emails from  
President Spinelli and the  
Task Forces**

**Latest news shared via  
[babson.edu/strategicplan](http://babson.edu/strategicplan)**

**Bi-weekly postings on  
Faculty, Staff and Student  
Portals and Social  
Channels**

**Monthly features in  
Alumni & Friends  
Newsletters and on the  
Babson Connector**

**Updates at Town Meetings  
and Full Faculty Meetings**

**Quarterly briefs in  
Babson Magazine**

**Webcasts/Virtual Town  
Halls**

# HOW YOU CAN TAKE PART

## Share Ideas 24/7

Email us anytime at [strategicplanning@babson.edu](mailto:strategicplanning@babson.edu)

## Take an Online Survey

First survey will focus on community values and will launch the week of June 17

## Join a Charette

First on-campus input and brainstorming session will be June 12th during Community Learning Day

## Support the Task Forces

Get involved with one of the six task forces that will launch by June 14

## Call into a Listening Session

Join conference calls and/or webcasts for Governing Boards, Alumni Association leaders, Alumni Chapter and Affinity Groups Presidents

## Visit Us at Events

Engage at campus (and virtual) events, including the Babson College Research Conference on June 5 and Babson Connect: Worldwide in Sept.

## Share on Social

Contribute to Instagram takeovers and other social media efforts planned throughout this process

# START TODAY

1. Suggest a community member to engage with one or more of the six task forces. Send ideas to [strategicplanning@babson.edu](mailto:strategicplanning@babson.edu)
2. Register for the first on-campus charrette to be held June 12
3. Bookmark [babson.edu/strategicplan](http://babson.edu/strategicplan)

# FAQ

## What are we seeking to accomplish?

- Refine College's Mission and Vision
- Develop strategic plan with clear priorities
- Community buy-in and rapid development

## Why?

- Opportunity to expand Babson's impact – education, society, financial strength
- Challenges of disruption in higher education and the business model

## Why Now?

- Time is of the essence given pressing decisions that need to be made and informed by a strategic vision



# FAQ

## How?

- In an inclusive, collaborative, transparent, rapid manner!
- Through focused task forces
- Multiple and regular touch points
- Frequent sharing of progress and outcomes

## Who?

- Governance, faculty, staff, students, alumni, parents, partners, friends, employers, vendors, Olin and Wellesley leadership, thought leaders, neighboring town leaders, competitors, research affiliates, customers
- Task forces led by/comprised with Babson community members (broadly defined)