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
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
- 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

<table>
<thead>
<tr>
<th>Share Ideas 24/7</th>
<th>Take an Online Survey</th>
<th>Join a Charette</th>
<th>Support the Task Forces</th>
<th>Call into a Listening Session</th>
<th>Visit Us at Events</th>
<th>Share on Social</th>
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</thead>
<tbody>
<tr>
<td>Email us anytime at <a href="mailto:strategicplanning@babson.edu">strategicplanning@babson.edu</a></td>
<td>First survey will focus on community values and will launch the week of June 17</td>
<td>First on-campus input and brainstorming session will be June 12th during Community Learning Day</td>
<td>Get involved with one of the six task forces that will launch by June 14</td>
<td>Join conference calls and/or webcasts for Governing Boards, Alumni Association leaders, Alumni Chapter and Affinity Groups Presidents</td>
<td>Engage at campus (and virtual) events, including the Babson College Research Conference on June 5 and Babson Connect: Worldwide in Sept.</td>
<td>Contribute to Instagram takeovers and other social media efforts planned throughout this process</td>
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1. Suggest a community member to engage with one or more of the six task forces. Send ideas to strategicplanning@babson.edu

2. Register for the first on-campus charrette to be held June 12

3. Bookmark 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)