

COMMUNICATION STRATEGY: Labour Studies Program

Last updated: August 9, 2018

Business Need

The Labour Studies Program will use this communication plan to organize, streamline, and provide cohesion to ongoing communication efforts within SFU and for external audiences.

Communication Objectives

- Increase awareness among high school and undergraduate students, particularly lower division students.
- Increase awareness among union members and working people about the Program's courses and degrees.
- Increase awareness of Labour Studies as a discipline and area of study among prospective and existing students and the general public.

Goals

- Increase enrollment in LBST courses and programs.
- Increase awareness of Labour Studies Programs (Major, Minor, Certificate) and courses within SFU and in the broader labour community.
- Increase awareness of, and opportunities for, partnerships with the labour movement and unions in BC.
- Represent and be a source for labour information and education at SFU and in the lower mainland.
- Prioritize content-driven communication. Offer audience opportunities and newsworthy information to provide interesting and valuable content.

Approvals

- Kendra Strauss
- Advisory Committee

Key milestones

- Launch of the major program – Fall 2018.

- First major students confirmed – January 2019
- First co-op placements – Summer 2019

Risks/interdependencies

- Limited resources to sustain consistent communication
- Assistance from advisory committee members in distributing materials and sourcing blog content.
- Gladys We – contact for FASS Faculty / FASS Communicators (all departments).
- SFU Communications (assistance leveraging media coverage), SFU News, The Peak, CJSF.
- Labour publications and external media.

Audience

Primary Audiences:

- SFU Students
 - Typically between ages 17-23.
 - May not know what labour studies is, or if they are interested.
 - They will be familiar with FASS, but not necessarily the Labour Studies Program.
 - Use Facebook, Instagram, physical posters, SFU digital screens, and undergrad emails to target.
- Labour Community – Potential Students
 - Typically ages 30+
 - May have children, be taking care of their parents, and be in a range of types of jobs and positions. May also be retired.
 - May not know what knowledge and skills they can gain from Labour Studies.
 - Will typically have work experience, and may be involved with a labour union.
 - May believe that SFU Programs are only for young adults.
 - May not be looking for a complete degree program.
 - May be looking for specific skills / qualifications.
 - Target labour publications, print media, website, and Facebook.
- Labour Community – Potential Event goers
 - May be interested in labour issues and seeking valuable information or experiences.
 - Will likely have work experience.
 - Target labour publications, print media, website, Twitter and Facebook.

Secondary Audiences:

- Parents
- Friends of students
- Media
- Other organizations

Communication Approach

Key Messages

Top-tier messaging to be used throughout the project.

- *Labour Studies focuses on work, workers, and their organizational movements.*
- *Labour Studies offers a social, historical, political, and economic perspective on the world of work. It explores the intersections of labour with globalization, race, gender, technological change, and the environment.*
- *Students gain a critical understanding of the meaning of work, the role of labour unions, and the changing structure of the working class.*
- *The landscape of work is changing and precarious employment is becoming more widespread, especially for young people.*
- *Safe and fair working conditions were achieved by working people organizing. Labour movements show that great things can be achieved when workers unite and fight for their rights.*
- *Labour, and the future of work, are relevant to all people.*

Activity Plan

Tactic	Audience	Deadline
<i>Press Release (Labour publications, other interested media)</i>	<i>Labour movement, general public</i>	May 2018
<i>The Conversation</i>	<i>General public, SFU community, Labour community</i>	April 20, 2018
<i>Start an Instagram Account</i>	<i>Public, Labour movement, SFU students</i>	April 26, 2018
<i>Burnaby Festival of Learning: Lecture and print handouts</i>	<i>High school students</i>	May 8, 2018
<i>CAWLS Conference ½ page ad</i>	<i>CAWLS attendees</i>	May 30, 2018
<i>Print poster run (for outside of advisor and faculty offices)</i>	<i>SFU Students</i>	June 30, 2018
<i>Have placement in FASS's July student email newsletter</i>	<i>FASS Students</i>	July 1, 2018
<i>Major Communication kit for union publications and communicators</i>	<i>Labour movement</i>	July 31, 2018
<i>Labour Studies Video for website and social media</i>	<i>SFU students, prospective students</i>	August 31, 2018
<i>Article in Our Times, BCTF Magazine</i>	<i>Labour movement, students and parents of prospective students.</i>	October 2018
<i>Presence at BCSSTA Conference</i>	<i>High school teachers, Labour movement,</i>	October 2018
<i>Host conference with BC Labour Heritage Center</i>	<i>High school teachers, labour movement</i>	February 2018

Evaluation

Increase in Enrollment

Increase in engagement on social media (comments and conversation)

Increase in Facebook, Twitter and Instagram followers.