

10/18/16

Contacting Stakeholders

1. Administrative Assistants
 - a. Luncheons
 - b. Email directly to person
2. Local Community Colleges
 - a. Include them on out advisory boards (meet 2x a semester)
 - b. Attend their advisory boards
 - c. Greater Cumberland Committee
 - d. College Fairs
 - e. Allegany County State Democratic & Republican Central Committee
 - f. Speak with advising transfer reps
 - g. Invite CC transfer coordinators to campus each semester
 - h. Bi-annual nurse advisory Meetings- HCC, FCC, MC, ACM, CCBC
 - i. Student organizations meeting
 - j. Dean & Director meeting quarterly
 - k. Middle States writer at ACM- Steve Gibson
3. Parents
 - a. Athletic parent receptions
 - b. Open houses- monthly
 - c. Preview- summers
 - d. STEM fest- May
 - e. Media- Radio, Tr, Billboards Etc.
 - f. FSU website- parents link
 - g. FSU employees who are parents
 - h. Direct mailings
 - i. Parent receptions for large groups (band/nursing)
 - j. Go on the road
 - k. Workplace
 - l. Parent newsletter
4. Employers
 - a. Surveys
 - b. Career day at FSU
 - c. Rotary clubs
 - d. Chamber of Commerce Meetings
 - e. Job fairs
 - f. Invited Program Design- round table conference
 - g. One on one at the workplace
 - h. Correction facilities- HR offices
 - i. Bi-annual advisory meetings
 - j. Media
5. Town & Gown- Community

- a. Farmers market- Frostburg: Fridays Cumberland: Thursdays
 - b. Local Groups
 - c. P20 Council- Garrett/Allegany/ Washington County School reps
 - d. STEM Fest- May
 - e. Appalachian Fest- September
 - f. Local sporting events
 - g. Town hall meetings
 - h. CES Advisory board
 - i. Civic organizations- elks, moose
 - j. Ministerial Association meetings
 - k. Lions club
 - l. United way- office in CBE
 - m. Meeting at public library
 - n. AmeriCorps non-profit partners- Lisa Clark, FSU coordinator
 - o. Princess/ Monthly
 - p. Duncans
 - q. Draft
6. Staff
- a. The union
 - b. Division workshops- student affairs
 - c. Workshop at common time
 - d. Upcoming staff senate
 - e. Luncheons
 - f. Faculty lounge- 1 or 2 times per month
 - g. Faculty conventions
 - h. Physical plant non-exempt monthly meetings
 - i. State lines
 - j. Presidents bi-weekly emails
 - k. Meet with departments
 - l. Staff senate
7. Faculty
- a. Senate (1st Wed 4-6)
 - b. Faculty Assembly. Called by chair
 - c. Dept. rep meeting- Chairs council
 - d. Department meetings
 - e. Chair of faculty monthly report to faculty/staff
 - f. Social gathering- faculty lounge
 - g. CLAS faculty mtg.
 - h. Governance committees
 - i. Dinners
 - j. Deans
8. Students
- a. SOAR leadership group- Ask cooper

- b. PLC- Doug Baer
 - c. Dasia Scott + Ronald Curtis
 - d. Greek life monthly meetings
 - e. Students organizations meetings
 - f. Bobcat connect
 - g. Student email
 - h. Snap chat
 - i. Yik yak
 - j. Online/Graduate students
 - k. Majors fair
 - l. SGA- biweekly Thursday meetings contact Kathy Perkins
 - m. Graduate assistant meetings
 - n. Bio beers
 - o. Grad/Ed.D. classes
 - p. Table in Lane
 - q. Meal times at dining hall
 - r. Bottom line articles
 - s. Exit interviews capstone classes
 - t. Presidents leadership council
 - u. ORIE
9. Local Businesses
- a. Chamber of commerce economic development committee
 - b. Rotary (every Tuesday)
 - c. College of business advisory board
 - d. Trust first monthly meeting
 - e. Frostburg business + professional organization
 - f. Allegany arts council
 - g. Tristate council
 - h. ARC
 - i. Community Action Council Garret Human Resource Commission
 - j. Frostburg First – 3rd Wed of the month
 - k. Chamber newsletters
 - l. Local Media
10. Alumni
- a. Profile magazine bi-annual
 - b. Homecoming weekend
 - c. Social media FSOF
 - d. Department contacts
 - e. Foundation contacts
 - f. FSU website
 - g. E-newsletters
 - h. Direct mailings- must not look like a cash-call
 - i. Board meetings

- j. Mary Anne Lutz's list for ENGL
- k. Surveys
- l. Off campus reception- athletic events
- m. One on one- coffee chats
- n. Alumni Association FB page
- o. Career expo

11. Administration

- a. Presidents council
- b. PAS- Provost advisory
- c. Deans meeting
- d. Presidents Ad Hoc Committee

12. Guidance Counselor

- a. Face to face visits
- b. Not just visits from admissions- program coordinators- bring food
- c. Targeted email
- d. FSU into webinars
- e. Invite them to campus
- f. Attend their monthly meetings
- g. Go to the schools
- h. Offer professional development in conjunction with meetings for free