

ACCREDITATION SELF-STUDY COMMUNICATION FRAMEWORK

A successful accreditation self-study effort depends upon a clear and inclusive communication strategy. However, the potential audience pool, available delivery methods, and differing communication goals can make it difficult to know where to start.

The framework below identifies five key audience segments requiring different levels of messaging density as the audience size and diversity increases. Messaging density refers to the frequency and level of detail of the communication. More directly engaged audiences share more information and provide more feedback. Creating a framework that actively encourages participation and feedback from each audience segment is a key component of a successful self-study communication.

The framework can be used to plan your communication strategy and as a visual reminder as the self-study effort progresses.

