

A photograph of two astronauts in white space suits standing on a dark, rocky surface, likely Mars. They are silhouetted against a bright, golden sunset sky with wispy clouds. The astronaut in the foreground is standing with one leg raised, looking towards the horizon. The second astronaut is partially visible behind them.

# Administration is from Venus, Instructors are from Mars

Using effective communication to impact change

# My adventure...



What is your adventure?



# Objectives

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- Learn factors of influencing others
- Gain insight to your audience.
- Develop strategies to initiate institutional change.
- Apply practical skills to advocate effectively for your cause.



What do you want and how can you influence others to make institutional changes?



What kind of things have you asked for in the past?

What do you need or want?

Who's approval do you need?

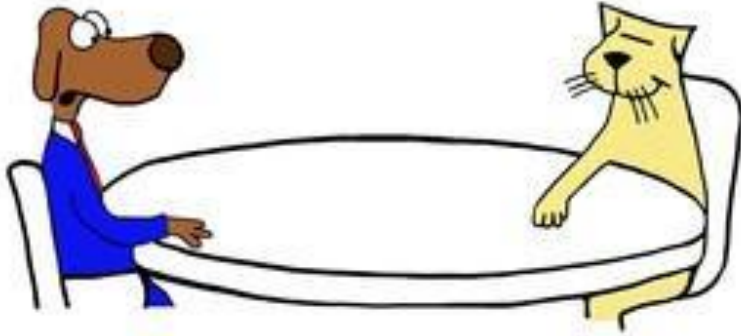
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# Perspective check

- Who is my target audience?
- What is their relationship with me?
- What is going on in their world?
- What do they already know about the subject?
- How will the subject or idea influence their work?
- What are potential talking points and next steps?
- What will keep them from adopting the message or idea?
- How does this fit into my audience's big picture?
- What keeps my audience up at night?

**BARK!!!**      **MEOW!!!**



They had a tendency to talk past one another.

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What does communication look  
like?



# How complicated can it be?

Problem □ solution





# Understanding Administration

Understand the type of institution you work for.

- Public
- Private

Likely linked to business/ student enrollment

Looking for KPIs (key performance indicators)

ROI (return on investment)

Ways to enhance the program, set apart from competitors, bring in students

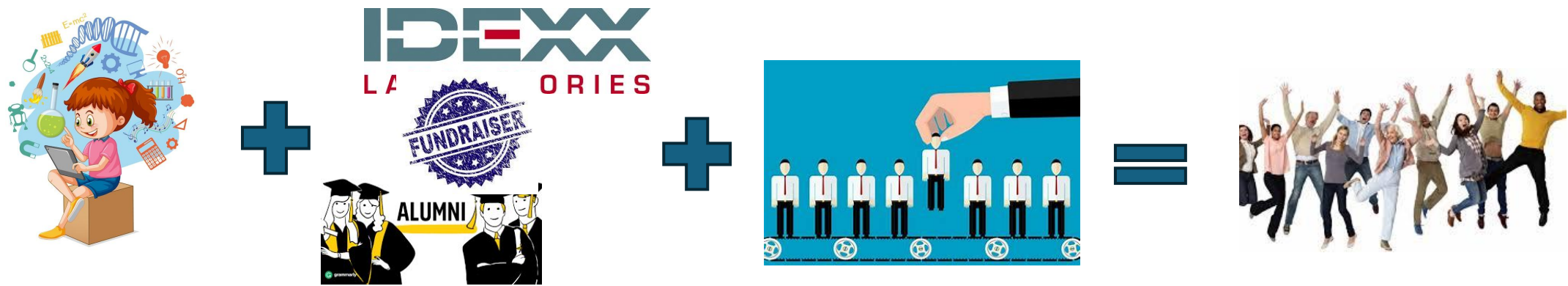


# Who else is involved?

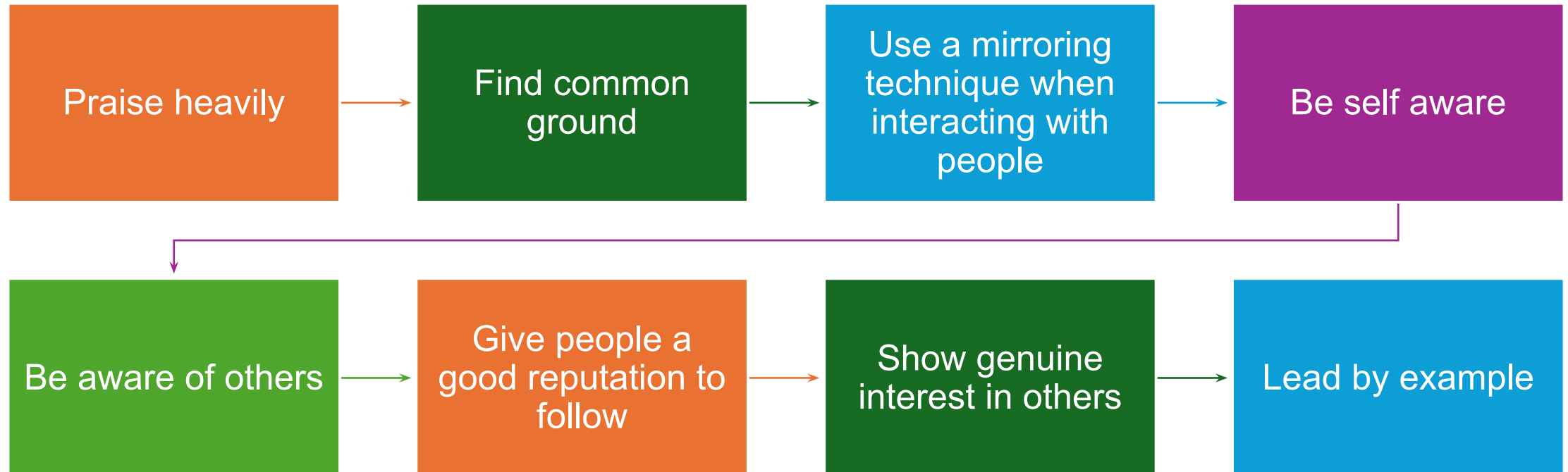
- Who are your stakeholders?
- People/organizations who are impacted or have an effect on your schools program- groups that support your program
- Higher learning commission
- Affiliated programs/ schools/ other departments
  - Students
  - Community
  - Vendors



# Problem $\square$ solution



# Building relationships





# Asking strategies

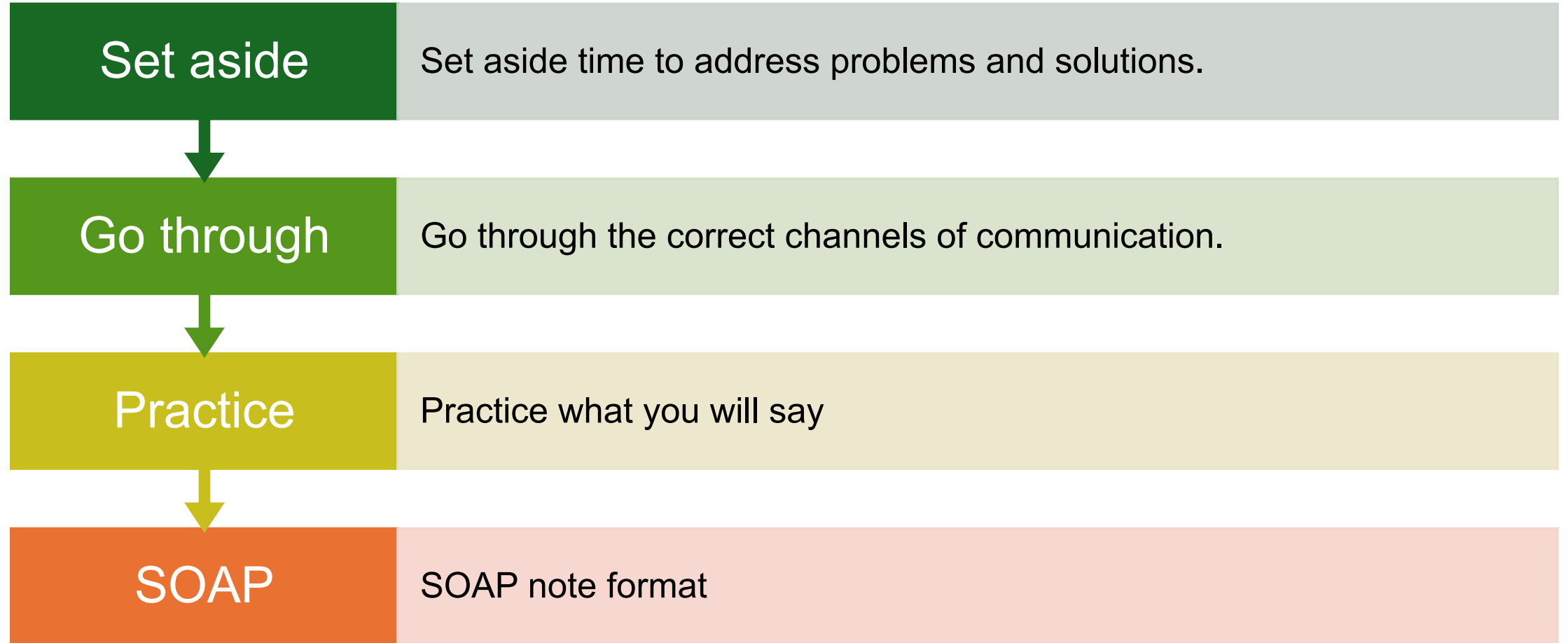
1. Over ask
  1. Common technique when asking for a raise
2. Make it their idea
3. Scarcity principle

# Have all puzzle pieces

- *Clearly defined and specific*
- *What is the process*
- *What are the goals*
- What is the cost?
- Who is involved?
- What are the barriers?



# Present for success





# In a nutshell

1

Research other organizations-  
sign up for newsletters

- Listen before you act

2

Understand cultures in your  
organization

- Understand their frame of reference
- What worked and what failed and why

3

Search for individual people you  
will be talking with

- Linkedin
- Publication
- Professional organizations they may be a part of
- Know what people look like



# SOAP Notes for Solutions



Subjective- presenting complaint. What is wrong?



Objective- State facts.



Assessment- How are the facts a problem that is impacting the business? Competitor information. Why is this beneficial? What does success look like if the problem is solved?



Plan- The plan to solve the problem. KPIs, cost, date of completion

# Gain industry support!

State associations

Accreditors

The community

Student body

Alumni

Teachers

# CALL TO ACTION!!!!

- [AMEE Home – AMEE](#)
- [Athena Swan Charter | Advance HE  
\(advance-he.ac.uk\)](http://advance-he.ac.uk)



# QUESTIONS?

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