

UAF Communication Plan

Describe the attitude, opinion or behavior you want to change. Make your objectives SMART — specific, measurable, achievable, realistic and timely. Objectives create a basis for later evaluation.

- **Example objective:** *Within six months, 65 percent of UAF students living on campus will have purchased a new meal plan.*

Describe how you will approach the challenge of reaching your objectives. You can have multiple strategies for each objective.

- **Example strategy:** *Develop promotional materials featuring the new dining options for students.*

Describe the specific activities and tools you will use to achieve your measurable objectives. You can have multiple tactics for each strategy.

- **Example tactics:**

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When you have executed the plan, copy and paste your stated objectives, and describe whether you achieved them. Why? What lessons did you learn?