



APAC Strategic Planning Committee Report

May 2022

1. In alignment with the APAC strategic plan, **the committee has developed a description of the role and responsibilities of a public information officer.**
 - a. This was identified as a priority during the time that Anna's predecessor, Gayle was serving APAC. During Anna's tenure, we have found that she is currently fulfilling the public information officer needs. This position will be tabled until necessary. It is accessible in our Teams APAC Strategic Plan channel.
2. **The timeline for the strategic plan has been updated. We have been successful in the following areas:**
 - a. Identify a committee to evaluate the 2021 climate survey responses. (January – May 2022)
 - i. This is the Strategic Planning Committee working in partnership with the executive committee.
 - b. Identify and implement ways to improve communication with APs (January – May 2022)
 - i. The marketing committee has been working on a schedule of communications sent out to AP members.
 - a. Establish timeline and structure when communications will be distributed along with deadlines to leadership.
 - a. In Process
 - b. Identify how APs would like to receive communication and the type of information that is useful to them.
 - i. Survey AP's (September 2021) – Survey was completed
 - c. Improve processes to gather timely feedback from constituents on time-sensitive issues.
 - a. In Process
 3. **Identify how APs would like to provide feedback and then create a clear pathway to providing feedback to leadership. (January – May 2022)**
 - a. Survey AP's (September 2021) – Survey Completed
 - b. Requested updates to the website to identify the ways in which feedback can be provided to leadership.
 4. **Increase capacity by creating an appointed public information officer position (2022 – 2023)**
 - a. Develop role and responsibilities for public information officer. (January to May 2022) -- Completed
 - b. Appoint position and evaluate efficacy on a regular basis. (Appointment in May 2022, term beginning July 1, 2022) -- Tabled
 5. **Improve processes to provide timely feedback for WSU system questions**
 - a. Survey AP's (September 2021) – In Process



6. **Develop a process for WSU system feedback requests identifying stakeholders and communication strategy.** (January – May 2022)
 1. In Process
7. **Identify a strategy to address the top three areas of concern from the 2021 climate survey of AP members.** (May 2022)
 1. In Process
8. **Develop a strategic communication strategy focused on APAC's value to APs** (January to May 2022)
 1. In Process
9. **Implement a strategic communication strategy focused on APAC's value to APs** (May 2022)
 1. In Process

Additionally, we are awaiting feedback from system leadership on the executive summary of responses from the AP survey sent in the fall. The draft has been prepared and shared. It will be an item on a future leadership agenda for finalization. The committee was also planning to develop a list of potential members to recruit to the SP committee once the elections had been completed for 2022.

Heather Cova
APAC Vice Chair



HEATHER COVA
CHIEF OF STAFF
Office of the Chancellor
Washington State University
Office: 509-372-7258
Mobile: 231-640-4120
Email: heather.cova@wsu.edu