Speaking the Same Language: A Communication Toolkit for QM Champions

QM Connect 2025

Presented by the Shenanigans Squad

Meet the Sonoran Shenanigans Squad:

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Objectives

1 **Define** different levels of communication within an institution.

2 **Articulate** how different levels communicate.

3 **Develop** strategies for navigating communication within each of those groups.

What we do

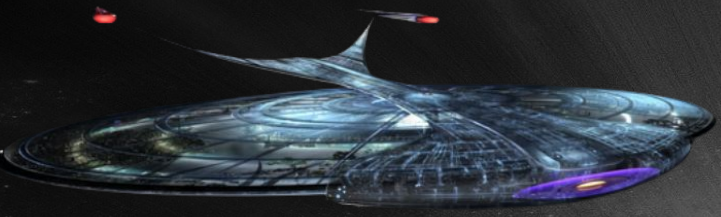
We do dangerous things safely.

What is your primary role?

- ❏ Faculty
- ❏ Administration
- ❏ Online Course Developer (ID, Media Developer, QA, etc.)
- ❏ Librarian
- ❏ Compliance
- ❏ Disability Resources
- ❏ Other

Activity
What's your problem statement?

https://roddenberry.x.io/

Activity

What's your problem statement?

A significant number of online courses show misalignment between objectives, assessments, and instructional materials, limiting clarity for students.

Many online courses lack consistent Regular and Substantive Interaction (RSI), risking both compliance issues and diminished student engagement.

Audiences

Staff

Students

Admin

Faculty

IT / Vendors

Feel like another planet?

Activity

What are your direct and indirect lines of communication?

5 Levels
of Detail

1 **The "elevator pitch"** ⊙

2 **Brief explanation of the pillars of the project** ⊙

3 **Reasons behind our choices** ⊙

4 **Stories and exposition** ⊙

5 **Technical level** ⊙

5 Topical Categories

1 **Student Impact**

2 **Faculty Impact**

3 **Resources Needed**
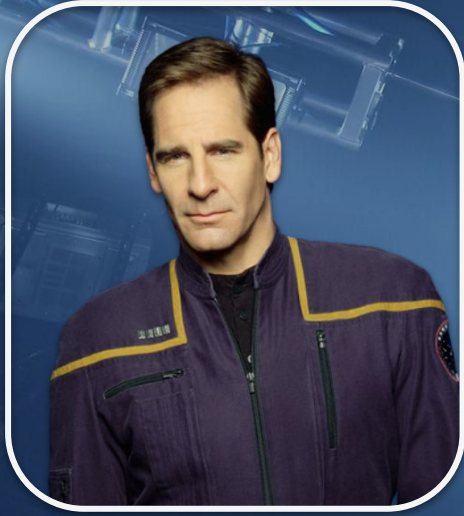
4 **Institutional Process and Climate**

5 **Benchmarking**

Putting it all together

Detail
Level

Categories

Comm
Lines

	Student impact	Faculty impact	Resources Needed	Institutional Process and Climate	Benchmarking	Institutional specific write-in (Wild card)
Level 1 - Elevator pitch						
Level 2 - Project pillars						
Level 3 - Explanation						
Level 4 - Stories and exposition						
Level 5 - Technical detail						

	Student impact	Faculty impact	Resources Needed	Institutional Process and Climate	Benchmarking	Institutional specific write-in (Wild card)
Level 1 - Elevator pitch	Provost Just the Facts and ROI					
Level 2 - Project pillars						
Level 3 - Explanation			Director Budget Detail			Colleagues Share Strategies
Level 4 - Stories and exposition					Colleagues Share Strategies	
Level 5 - Technical detail				ID Team Scope and Deliverables		

	Student impact	Faculty impact	Resources Needed	Institutional Process and Climate	Benchmarking	Institutional specific write-in
Level 1 - Elevator pitch						
Level 2 - Project pillars						
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Level 5 - Technical detail						

Activity

Map Your Communication Plan
To whom will you present?
At what level of detail?
For which categories?

Activity

What strategies will you use to navigate communication within each of those groups?

Share Out

The 4th Dimension (Timing)

Adapt as conditions change

Adjust messaging to new needs

Align with goals and new audiences

(Kotter)

Closing & Questions

	Student impact	Faculty impact	Resources Needed	Institutional Process and Climate	Benchmarking	Institutional specific write-in Wild card
Level 1 - Elevator pitch						
Level 2 - Project pillars						
Level 3 - Explanation						
Level 4 - Stories and exposition						
Level 5 - Technical detail						