Don’t Let Your Pull
Push You Off The Rails

Stephanie Suerth, CCEP
Education & Outreach Director
Susan Buskirk, DM, CCEP
Deputy Accountability Office
Office of Accountability & Compliance
University of Maryland, Baltimore

OAC’s Mission
The Office of Accountability and Compliance is committed to fostering a transparent culture within which members of the University community are encouraged, and feel supported, in seeking guidance and assistance, to promote accountability and address compliance concerns.

OAC’s Messaging:
Open | Accessible | Collaborative
Your Partner in Compliance!
Have a (Compliance) Plan?

- Seven Elements of a Compliance Program
  - Standards of Conduct
    - Code of Ethics/Code of Conduct
    - Policies and Procedures
  - Compliance Officer/Committee
  - Education and Training
  - Monitoring and Auditing
  - Reporting and Investigation
  - Enforcement
    - Discipline
    - Incentives
  - Response and Prevention

Have a (Communication) Plan!

- Communicating Compliance
  - Standards of Conduct
    - Code of Ethics/Code of Conduct
    - Policies and Procedures
  - Education
  - Reporting
  - Enforcement
    - Discipline
    - Incentives
  - Prevention
Communication Plan Elements

• Communication Plan
  – Goals & Objectives
  – Audience
  – Key Messages
  – Clarify
  – Communication Mode
  – Tools & Resources
  – Implementation Plan (with Timeline)
  – Feedback
  – Evaluation

Planning Communication

• Goals & Objectives
  – What are your compliance priorities?
    • Ongoing informational campaigns
    • Annual compliance training initiatives
    • Changes in regulations or requirements
  – What are your outcomes?
    • Community awareness
    • Training completion
    • Transition processes or behaviors to new standards
Planning Communication

• Goals & Objectives
  – Two Way Communication Influence
    • Positive
      – Address Community Needs
      – Respond to Community Interests
    • Negative
      – Changeable
      – Priorities set by audience
      – Reactionary

Seeking the Multiplier Effect:

• Who are the groups/units that share your goals and objectives?

• How can you collaborate?
Planning Communication

- Audience
  - Administration / Staff
    - Finance/Accounting Requirements
    - Clery Reporting
    - Lobbying/Political Activities
  - Faculty
    - FERPA
    - Grants
  - Students
    - Academic Integrity
    - Right to Know
  - All of the Above
    - Non-Discrimination
    - Anti-Harassment

- Seeking the Multiplier Effect:
  - Where are your audiences?
  - Who else is targeting them?
  - Who is reaching them?
Planning Communication

• Key Messages
  – Messages from Your Compliance Program
    • Standards of Conduct
    • Reporting
    • Education/Training Requirements

• Clarify
  – Key Messages Tailored to Audience(s)
    • Education/Training Requirements
      – Staff – EHS training
      – Faculty – FERPA training
      – Students – Academic Integrity

Open
Accessible
Collaborative
Planning Communication

• Key Messages & Clarifications

Seeking the Multiplier Effect:

• What groups are sending similar messages?
• What groups are sending conflicting messages?
• How do you coordinate, ensure consistency?

Planning Communication

• Communication Mode
  – Print
  – Social Media
  – Electronic
  – Videos
  – Podcasts

• Communication Tools & Resources
  – Campus Newsletters
  – Twitter/Facebook/Instagram
  – Audience-specific E-mails/E-boards/E-newsletters
  – YouTube/Website
  – Communications Department
Planning Communication

• Communication Mode
  – Two Way Communication Influence
    • Positive
      – Find Your Audience
      – Identify New Channels
    • Negative
      – Inappropriate Communication for Channels
      – Chasing Trends
      – Unprofessional or Inconsistency

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ACCESSIBLE
COLLABORATIVE

Planning Communication

• Communication Mode & Tools

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Seeking the Multiplier Effect:
• What tools and resources do potential partner have?
• Can they share/promote your messages?
• Will you share/promote theirs?

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Planning Communication

• Implementation
  – Planning/Research
  – Approvals
  – Expertise
  – Budget

• Timeline
  – Annual, Quarterly, Academic Semester
  – Length of Campaign
  – Refresh Cycle

Planning Communication

• Implementation
  – Two-Way Communication Influence
    • Positive
      – Promotes Comprehensive Planning
      – Identify Message Saturation
      – Feedback on Message Staleness
    • Negative
      – Campaign Length Insufficient
      – Overestimate Needs
Planning Communication

• Implementation & Timeline

Seeking the Multiplier Effect:

• Engage potential partners
• Coordinate timelines of campaigns
• Share resources and expertise

Planning Communication

• Feedback
  – Organic
  – Formal
    • Surveys / Questionnaires
    • Comment Sections
    • Focus Groups

• Evaluation
  – Actions/Reactions
    • Feedback
  – Analytics
    • Social media
    • Reporting mechanisms (hotline)
    • Inquiry mechanisms
Planning Communication

- Feedback & Evaluations
  - Two Way Communication Influence
    - Positive
      - Adjust & Refine Communications
      - Responsive Communications
      - New, Fresh Ideas
    - Negative
      - Squeaky Wheel Syndrome
      - Reactive or Panicked Response

Seeking the Multiplier Effect:

- Share your feedback
- Learn what partners are hearing
- Provide evaluation information for successes
- Provide evaluation information for fails!

Open Accessible Collaborative
Running off the Rails

• Reactive to Two-Way Communication
  – Feedback
    • End campaigns
    • Ad hoc crises communications
  – Evaluations
    • Stop messaging
    • Over-message
  – Collaboration Requests
    • Defer compliance campaigns
    • Push campaigns onto partners

Running off the Rails

• Extreme Reactions to Feedback
  • Full Stop
  • Ad Hoc Communications
    – Frenetic
    – Conflicting
    – Untruthful
    – Damaging
  • Constant Pivoting
    – No consistency
    – No reliability
Running off the Rails

• Effects
  • Loss of Authority / Reputation
  • Loss of Trust
  • Confusion
  • Decreased Two-Way Communication
  • Disengagement
  • Seek External Authority / Assistance

Adapting

• Responsive to Two-Way Communication
  – Feedback
    • Revise communication mode/frequency
    • Refresh/Update campaigns
  – Evaluations
    • Change messaging channels
  – Collaboration Requests
    • Create coordinated messaging
    • Scheduling for effect
Any Questions?

Stephanie Suerth, CCEP
Education & Outreach Director
Office of Accountability & Compliance
University of Maryland, Baltimore
410-706-5212
ssuerth@umaryland.edu

Remember OAC’s Mission?

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How about its Mission Messaging?

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