

# Lane Accreditation Communication & Engagement Team

## Team Purpose & Objectives

### **Purpose:**

The Communication & Engagement Team is a working group that supports the Accreditation Officer. The team is charged with communication, outreach, engagement and training efforts.

**Our purpose is to increase awareness of continuous improvement and accreditation collegewide.** The team has the authority and agency to communicate on behalf of the College on matters related to continuous improvement and accreditation, as directed by the Accreditation Liaison Officer.

### **Objectives:**

Our communication and outreach plan will engage Lane community members to:

- Convey purpose of the accreditation process (what), where we are in the process and why it's important
- Inform about the steps and timeline of accreditation processes
- Build awareness of accreditation as continuous improvement work that we already perform
- Provide info about the ways to get involved; recruit team members, as needed
- Build and maintain high visibility through regular communications