The College of Built Environments brings together multiple related disciplines that help organize and build healthy communities in light of the innumerable challenges our regions face. As this college continues to evolve to meet the needs of our constituents, the Communications and Storytelling task group will identify gaps in communication to be able to define the needs of CBE community members. Our group has three goals:

1) Centralize and simplify communication processes and resources for external, faculty/staff, and alumni audiences

2) Connect faculty, staff, and students to research opportunities, community partners, industry partners to encourage interdisciplinary engagement and promote earned/professional skills

3) Define a strategy for development of compelling CBE stories and definition of our brand for faculty staff, students, and alumni

As much of our scope falls under the umbrella of new and/or existing CBE staff in our task group working in marketing/PR and information and communication technologies, we believe our best strategy will be to support the people who will be generating and implementing solutions as a part of their daily work.

Further, our group recognizes while there is a need for consistent use of the UW brand across all CBE units, additional resources (including professional web design services) are needed. Time, expertise, and funds will be required to meet the needs of both brand and design in a way that is representative of CBE.

Outside of scope will be developing broader and more creative training and recruitment, due to a lack of sufficient time and resources within our task group. Activities that would fall under regular IT and marketing activities are also out of scope. These activities will not be carried out in the group as some of these already fall under the roles and responsibilities of current and new staff and we wish to avoid redundancy in effort.