

Communication Checklist

Below are five questions that offer guidance on crafting a message that is welcoming, inclusive, and effective in conveying a sense of community.

- **What is the desired objective of the message?** The objective guides the tone and word choice for the message.
- **Does the message convey an understanding of how people may feel?** Correctly acknowledging the mindset of the community assists in demonstrating a connection to the community. If unsure of the current sentiment, ask others in the community.
- **Will the words used allow for all members of the intended audience to feel the message is for them?** Certain phrases and words, or lack thereof, can create a feeling of exclusion or disconnect. For example, starting a message to all instructional staff with “Dear Faculty...” would appear disconnected from those that instruct courses but do not have the rank of faculty.
- **Has someone else reviewed the message?** Others will often see things in messages that the author may or may not have intended.
- **When is the best time to deliver the message in terms of frequency, time of day, and current climate?** It is important to consider whether a similar message has been sent to your audience recently, whether or not the message would be received well in the current climate, and if recipients would need access to resources once they receive the message.