COMMUNICATION PLAN

To promote cultural communication among Fanshawe students

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Fanshawe College
PBRL 6013: Specializations in PR
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Background

Fanshawe, one of Ontario's largest colleges with four campuses, provides the best learning environment and educational opportunities to 43,000 domestic and international students each year. Fanshawe offers more than 200 degrees, diplomas, certificates, and apprenticeship programs with a promise to educate, engage, empower, and excite. Fanshawe is recognized for its quality education, great environment, and cultural diversity. As Canada is a multicultural country, Fanshawe itself has students from diverse cultures, values, and spirits. In other words, Fanshawe celebrates multiculturalism. The college aims to promote and encourage diversity, thus planning to put its best effort into launching research projects, introducing different kinds of events and seminars, hosting an International Diversity Awareness Week, and teaching students about various cultures, among other diversifying efforts.

Situational Analysis

Due to Covid-19 travel restrictions, the international students at Fanshawe College are facing a challenging situation. They are unable to leave their country to study in Canada and visit Fanshawe College's Campuses. The ones who were already living in Canada before the travel restrictions are unable to return to their home countries. For these students, they have lost the opportunity to travel back home to visit family and get jobs. This has led to stress and uncertainty between the international community at Fanshawe, with students feeling, they are missing out on the on-campus experience and Canadian culture, and on the other hand there are students who are unable to return and visit their home country. To help, comfort and show compassion with the international students during this time, Fanshawe College is developing a communications plan to support these students that will allow them to communicate between cultures in a virtual reality setting.

- Covid-19 restrictions leave international students unable to visit campus, return home and leave their country to come study in Canada at Fanshawe

- Fanshawe knows the struggles that these students are going through during this time and want to help them get the culture experience that they deserve

A SWOT analysis will be performed to analyse the strengths, weaknesses, opportunities, and threats concerning the communication plan and the situation for international students at Fanshawe College.

Strengths	Weakness
Connection: Developing more support tools and communication channels for the students impacted by this travel restriction **Strategy**: Create both project-specific plans and develop an overall communications plan for Fanshawe College to communicate targeting international students.	**Emotions**: The efforts can help the students mentally, but they still may feel like they are trapped waiting for restriction policies to change.
Opportunities	**Threats**
Many available communication channels: Fanshawe College has many ways to communicate with their students; this includes social media, email, website, flyers/posters, etc. Room to Increase awareness of cultural diversity between international students and domestic	The online events to increase cultural awareness can cut the students' study time. When covid restrictions will be taken back, students will be no longer interested in the online events.

Opportunities/Needs

- Have real social connections for Fanshawe students all over the world where they are otherwise disconnected, either physically or mentally (distance from one another/lack of understanding)
- The surge of covid-19 restrictions has led to a decrease in the opportunities to get to know diverse cultures by interacting in class rooms.
- Students are feeling isolated due to the limited social interaction.
- Optimize digital media (zoom) in an effective manner by having active and engaging gatherings (interaction from students with one another) rather than only passive (one person lecturing to many)
- Need for connection between domestic and international students
- Need for cultural inclusion
- Need for social interaction during pandemic
- Need for cultural awareness

Goals

- Increase the understanding of Canadian culture among Fanshawe international students in the virtual world.
- Promote cultural exchange among students.

Objectives

1. Increase the Canadian cultural understanding among international students by 40% within four months of implementation.
2. Increase the diversity/culture exchanges by 70% in summer semester versus previous semesters.

3. Increase student participation in classroom learning by 50% in summer semester versus previous semesters.
4. Increase student engagement in workshops, events, and mentorship programs by 50% in four months of implementation.

Publics

Primary Public	Secondary Public	Other
1. Current Students 2. Families of students 3. Faculty and staff 4. Department Heads 5. Fanshawe Student Union (FSU)	1. Media 2. General public 3. The Board of Directors 4. Other executive officers	1. Alumni 2. Non-profit organizations

Primary Audience(s)

Audience Description	Desired Behaviours	Current Mindset/Routine	Barriers to Communication	Where They Access Information	Messaging Themes
Students	To see Fanshawe as an open and accepting institution that recognizes the needs of	Missing out on the Canadian cultural experience Missing their home country culture	Cultural differences (not having a complete understanding of cultures Possible Linguistic/La	FOL and email Social Media Instructors Support staff (international office) Fanshawe	"At Fanshawe, we are a diverse institution working to build bridges that lead here from all over the world."

	international students Effective communication between students	General interest in school participation	nguage differences between students from different countries (might not provide a whole point of messages to the students)	website	"At Fanshawe, inclusion, and understanding of a multitude of nationalities is a top priority." "Fanshawe's main priority is making sure students feel seen in a place that may not be their original home."
Families of students	To know their children are being cared for and engaged positively while away from home	Hoping their children make the best out of the current situation and to visit back home eventually Their children not being able to experience the culture of another country	Cultural differences (can make it difficult for family members to understand official college statements)	From their children Social media News	"At Fanshawe, cultural diversity and engaging students is our priority."

Faculty and staff	Understand the difficulty of students from students' perceptive and try their best to handle every single student with a positive attitude	Pandemic has made it hard for faculty to teach and understand each student	Being a faculty or staff, it is hard for them to understand the problems of students, especially international students	FOL Emails, Newsletters social media	"Create a comforting and understanding online atmosphere for students."
Department Heads	Listen and support staff and students Create activities to introduce the cultures of each student to others	It is impossible to have cultural interaction in this virtual reality	There aren't any significant ones	FOL Emails Newsletters social media Other communicatio n channels	"Increase interaction between students and students, students and faculty."
Fanshawe Student Union	Acknowledge the issues faced by international students and help with their experience in overcoming the issues	This item is not mainly on their priority list right now	There aren't any significant ones	FOL Social Media Newsletters Interrobang Other internal communicatio n , etc.	"Facilitate a better Canadian student experience with the collaboration of international and domestic students"

Secondary Public

Audience Description	**Desired Behaviours**	**Current Mindset/Routi ne**	**Barriers to Communication**	**Where They Access Informatio n**	**Messaging Themes**
Media	Acknowledge and promote the cross-cultural programs by Fanshawe	Not particularly focused on the subject	Newsworthiness	Media release Word of mouth Other sources	“Facilitate a better international student life in London."
General Public	Fanshawe College stands out in handling the pandemic situation and providing students with the best in this virtual world.	It is hard for Fanshawe to satisfy students in the virtual environment	Understanding the problem and situation from deep	News Newspaper Social Media	“Fanshawe gives priority to students”
The board of directors	Provide knowledge about the culture Support students to gain mental strength Talk about their own experiences	Virtual reality hits hard, and connecting and making relations seems to challenge	Limited day to day interaction with the students Negative impacts of using virtual methods	Social media Emails Educational websites Fanshawe brochure Fanshawe assist	“Comfort students in this hard time by sharing their knowledge and expertise”

Other executive Officers	Create content that can help students to connect culturally with Canadian culture in virtual reality	Faculty and head of the departments should be concerned and need to come up with a solution to handle the problem effectively	Not much aware of the seriousness of the issue Not much interaction with students in day to day	Social media Emails Educational websites Fanshawe brochure Fanshawe assist	"Promote cultural activities to increase communicatio n between international and domestic students"

Other Public

Audience Description	**Desired Behaviours**	**Current Mindset/ Routine**	**Barriers to Communication**	**Where They Access Informatio n**	**Messaging Themes**
Alumni	Acknowledge the issues faced by international students and help with their experience in overcoming the issues	Not exception ally knowledg eable about the subject	Informing the vast population	Media Newsletters Word of mouth from the peers	"Facilitate a better Canadian student experience for their juniors"
Non-profit Organizations	Conduct programs	Not exception ally	Convincing different	Media	"Facilitate a better Canadian
	focused on the internation al students so that they don't miss out on the Canadian experience and their home culture	knowledg eable e about the subject/pr oblem m	organizations that this is a worthwhile venture	Social Media Word of mouth	student experience"

Demographics

2021-2022Total Enrolment: Around 43,000

Full-time: 21,000

Part-time: 22,000

International students: More than 6,500

** This percentage can be varied due to more admissions for 2022 for upcoming semesters.*

Age of Students:

Domestics

Age Group	Summer Term	Fall Term	Winter Term
19 and under	9.6%	48.2%	28.1%
20-24	27.2%	33.6%	38.2%
25-29	23.2%	9.4%	15.6%
30 and over	40%	8.9%	18.1%

International

Age Group	Summer Term	Fall Term	Winter Term
19 and under	8.5%	18.1%	22.8%
20-24	69.5%	56.4%	55.2%
25-29	19.3%	18.7%	16.6%
30 and over	2.7%	6.7%	5.4%

Combined

Age Group	Summer Term	Fall Term	Winter Term
19 and under	8.7%	41.8%	25%
20-24	61.7%	38.5%	48%
25-29	20%	11.4%	16.2%
30 and over	29.6%	8.4%	10.8%

Gender Ratio of Students:

Domestic

Gender	Summer Term	Fall Term	Winter Term
Female	48%	50.7%	52.1%
Male	52%	48.7%	47.5%
Undisclosed	0%	0.6%	0.4%

International

Gender	Summer Term	Fall Term	Winter Term
Female	29.1%	36.3%	34.5%
Male	70.9%	63.6%	65.5%
Undisclosed	0%	0.1%	0%

Combined

Gender	Summer Term	Fall Term	Winter Term
Female	32.5%	47.7%	42%
Male	67.5%	51.9%	57.9%
Undisclosed	0%	0.5%	0.2%

Source: Fanshawe Fact sheet 2027-2018

Top five countries international students come from:

1. India
2. China
3. Korea
4. Vietnam
5. Nigeria

Top 10 Full-Time Post-secondary program enrolment by International Students

1. Practical Elements of Mechanical Engineering
2. Health Systems Management

3. Logistics and Supply Chain Management
4. Construction Project Management
5. Electronics and Embedded Systems Development
6. Project Management
7. Information Security Management
8. Hospitality and Tourism Operations Management
9. Business
10. International Business Management

Psychographics

Audience Description	Values	Attitudes	Lifestyle
International students who are currently in their Home Countries	Cultural Values	Eager to Learn Canadian culture	According to their cultures
International students who are currently in Canada	Integrity, Self-Discipline, and Time Management	Missing their homes, food, festivals, and more	Often living in homes with their peers and self-sustained
Program Coordinators/Faculty	Commitment, Integrity, and Compassion	Eager to provide the students with the most comfortable academic atmosphere	Academically focused
Fanshawe Student Union	Commitment, Integrity, and Compassion	Duty to facilitate the best academic experience in Fanshawe. Focused on the wellness of the student Community	In and around the target audience of the program

Families of students	Familial Values, Love and Compassion	Worried about the mental health of their children	Either away from their children or with them while they are worried about coming to Canada

Key messages

Objective 1: Increase Canadian cultural understanding among international students by 40% within four months of implementation.

- *Message 1:* Create opportunities for intercultural knowledge with the institution.
- Message 2: Reduce language barrier by encouraging non-indigenous students to speak English on campus.
- Message 3: Provide students with information and understanding of the world the cultural competence.

Objective 2: Increase diversity/culture exchanges by 70% in summer semester vs prior semesters.

- *Message 1:* Exchanging cultures between students is very important for the Fanshawe experience. Having students learn about different walks of life leads to a diverse academic institution.
- *Message 2:* This year at Fanshawe, diversity and inclusion is taking the front seat. With an increase in cultural programming for our students, we hope to make every member of our institution feel seen and heard.
- *Message 3:* At Fanshawe, we are looking to better connect our student body by giving them the opportunity to participate in different cultural experiences.

Objective 3: Increase student participation in classroom learning by 50% in summer semester vs prior semesters.

- *Message 1:* High student participation in the classroom leads to a stronger classroom; hearing all voices is essential to gain new perspectives.
- *Message 2:* It is essential to encourage student participation during class as it can help students digest academic content more efficiently.
- *Message 3:* Having a greater depth and understanding of online connections with classmates and professors can lead to healthy learning.

Objective 4: Increase student engagement in workshops, events, and mentorship programs by 50% in four months of implementation.

- Message 1: The institution must ensure that the student participates in school activities as part of the curriculum.
- Message 2: Encouraging students with different prizes for participation.
- Message 3: Create awareness about the program/event ahead of the day.

Tactics

Objective 1: Increase the Canadian cultural understanding among international students by 40% within four months

Tactic	Communication Channel
A class about Canadian history, culture, customs, and contemporary dynamics of culture	Zoom meeting
Panel discussions about the cultural dynamics provided by international students	Zoom

Speaker series and Q&A sessions	Zoom
Notify students of any upcoming workshops and events that they can participate in from our objectives	Newsletter

The rationale to support tactics for objective 1

Since the target audience group of objectives 1 will be scattered through different countries and time zones, zoom/online programs will be best suited for them. As culture is best ultimately to be experienced , providing enough background knowledge is an excellent first step towards achieving this objective.

Objective 2: Increase the diversity/culture exchanges by 70% in summer semester

Tactic	Communication Channel
Host cultural festivals	In-person newsletter/emails
Promote culture-based groups and exchanges via social media	Facebook
Host Events where the students get to know other cultures in depths through panels, discussions, and speaking events	In-person or zoom

The rationale to support tactics for objective 2

The target audience of objective 2 is international students currently in Canada. All the tactics mentioned here are geared to help them feel a sense of community and home here in London. Also, even talking to another person from the same cultural background will help alleviate the homesickness to same point.

Objective 3: Increase student participation in classroom learning by 50% in summer semester

Tactic	Communication Channel
Kahoot quiz games	Zoom
Provide enough substance in the classes by properly covering the topics and introducing guest speakers.	Zoom
Provide equal opportunity and adequate time for discussion in class	Zoom

The rationale to support tactics for objective 3

Students will only consistently attend classes either when they are mandatory or if they get enough worthy information or value from the course. Keeping the classroom dynamic, content-packed, and accessible is necessary to achieve this objective.

Objective 4: Increase student engagement in workshops, events, and mentorship programs by 50% in four months.

Tactic	Communication Channel
Various workshops (resume, interviews, cultural learning)	In-person newsletter/emails
Promote the workshops and events on social media	Facebook, Instagram, etc

Provide credit or CCR hours for the participation in these workshops	Web copy

The rationale to support tactics for objective 4

In order to promote active participation in any program, first and foremost, that program needs to be rewarding. Most of our college events are not widely promoted and not even known to many of the students, especially considering the pandemic. So, there should be a plan to energetically promote each, even at least in the recent weeks of the event as well as its rewards. This promotion program should convey exactly what these students can expect from the program and its benefits.

Timeline

Tactic	Audience	Date	By whom
A class on Canadian history, culture, customs, and contemporary dynamics of culture	International students	May 2022: first month of starting a summer semester	Canadian culture and history expert
Panel discussions about the cultural dynamics provided by international students	Students and faculty	May to August 2022 (Once in every two months)	Fanshawe Student Union
Speaker series and Q&A sessions	International students	May to August 2022 (Once in every month)	Any faculty member or by anyone who has a deep understanding of Canadian culture and customs

Notify students of any upcoming workshops and events that they can participate in from our objectives	International students	Throughout the whole summer semester (May to August)	Staff
Host cultural festivals	Current students, faculty, staff, media	June and July (Once in both months)	Fanshawe College
Promote culture-based groups and exchanges via social media	Domestic and International students	Throughout the whole semester (May to August)	Fanshawe College, Fanshawe Student Union
Kahoot quiz games	Students	May to August (throughout the semester)	Instructor of course
Provide enough substance in the classes by properly covering the topics and introducing guest speakers.	Domestic and International students	Twice every month (May to August)	Faculty
Various workshops (resume, interviews, cultural learning)	Students	May and August (First and last month of the semester)	Faculty and staff
Promote the seminars and events on social media	Current students, Alumni	Whole summer semester	Fanshawe Student Union, Social media team of Fanshawe college
Provide credit or CCR hours for the participation in these workshops	Students	August 2022	Faculty and staff of Fanshawe College
Promote the rewards of attending the program	Students	May 2022	Fanshawe college

Metrics

Objective 1: Increase the Canadian cultural understanding among international students by 40% within four months.

By **Creating a questionnaire** - An online survey will be created specifically to measure the international students' depth of Canadian cultural understanding. Include questions related to seasons, precautions, foods, and customs.

Feedback Forms: Online feedback forms will allow the students to give organizers' suggestions and criticism and thus, will help in better understanding of students' preferences.

Objective 2: Increase the diversity/culture exchanges by 70% in the summer semester

Attendance Tracking- We will record attendance at our various events where culture sharing takes place for our first measurement. At the beginning of each event, we will have everyone "sign-in" on a digital sign-in sheet. This way, we can see who and how many people attended our events. We will see how the attendance fluctuates throughout the timeline. Seeing how many people are attending our events over time can help us measure how effective they were at keeping people coming back.

Review Engagement of social media posts and social media groups- We will look into the engagement of our social network efforts. Seeing how many members have joined our cultural groups on Facebook over time, seeing if our posts via Facebook are being engaged with (like count, comment count), Seeing the quality of the comments (long vs. short)

Objective 3: Increase student participation in classroom learning by 50% in the summer semester.

Tracking student usage/participation on Kahoot- When using Kahoot, instructors can write down the name of each participant in the game. We can check the metrics over each session and game by

seeing how many people participate in each game. Taking note of if participation has dropped, increased, or stayed the same (tracking the number of students in each game)

Objective 4: Increase student engagement in workshops, events, and mentorship programs by 50% in four months.

- **Use attendance and feedback forms** in workshops, events, and mentorship programs.
- Track the hours and engagement through **spreadsheets.**

Conclusion

Expected Results

● Expanded worldview

The campaign will support the students to develop an expanded worldview by working on online group projects and collaborating with international classmates. Learning about other cultures, attitudes, and problem-solving will help students to approach problems and opportunities effectively.

● Cross-cultural interaction

The campaign fostered cross-cultural communication, which in turn improved communication between students. It also helped students develop the key components of intercultural competence, such as openness, curiosity, and communication skills.

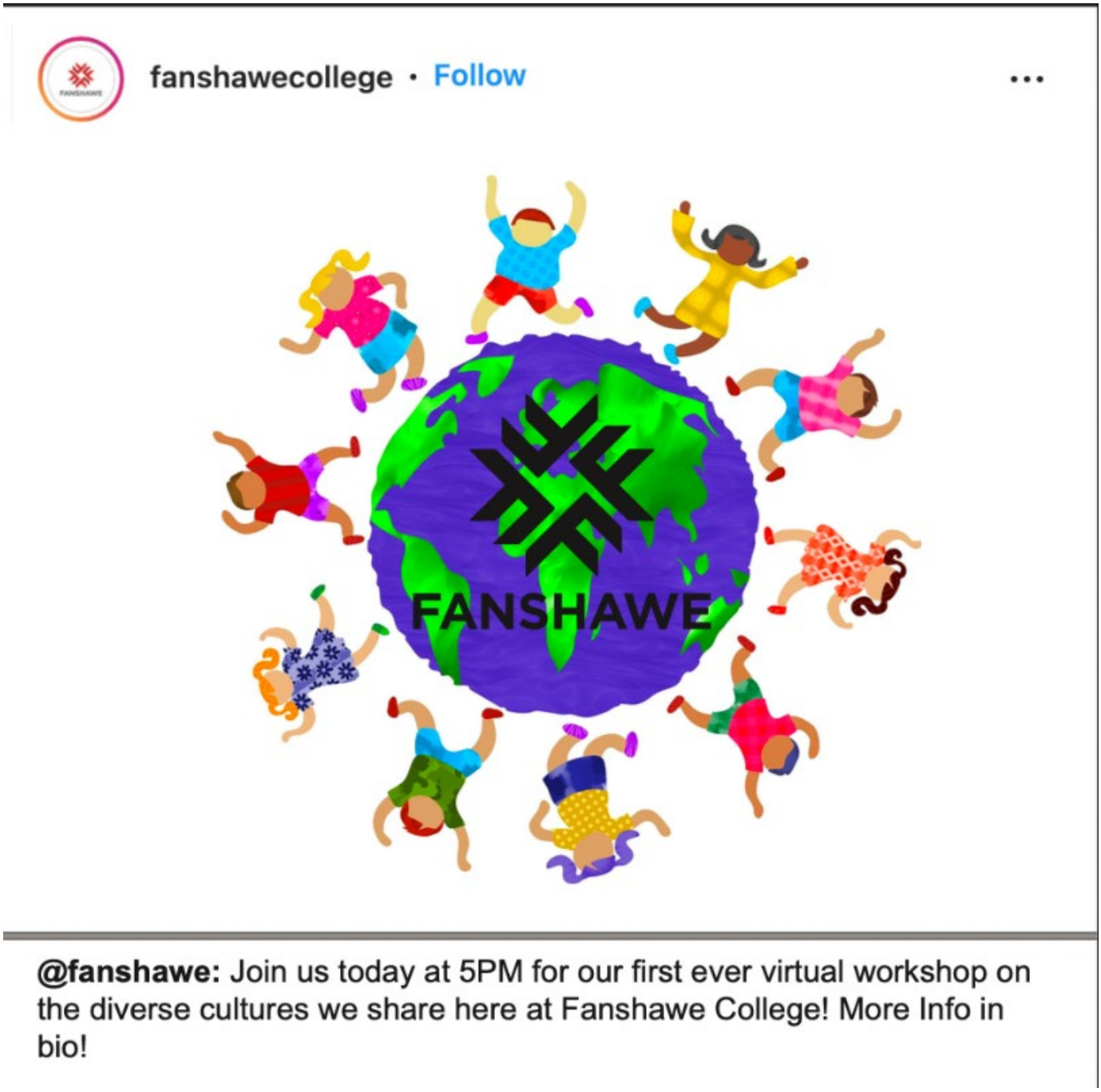
Next Steps

Tactics for this communication plan were intended for the pandemic situation. However, in the future, we are hoping for a normal life and expecting that students who are studying online from other countries can come to London, Canada. As Fanshawe college always prioritizes student engagement, celebrating major festivals of various countries, including other activities, will be able to relieve

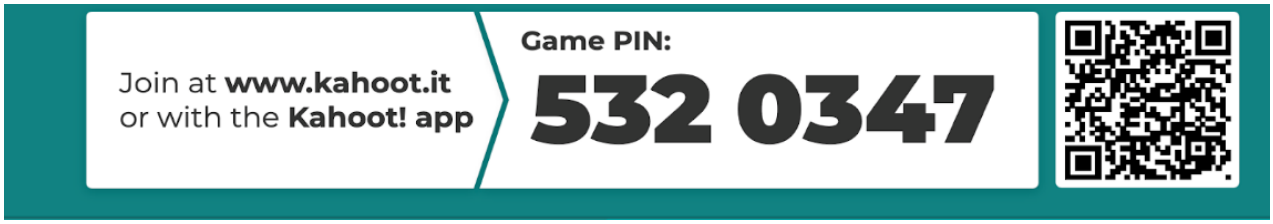
international students from homesickness. They will feel at ease and able to experience Canadian culture.

Samples

Sample #1: Instagram Post for Cultural Workshops



Sample #2: Kahoot Game "Canadian History Quiz"



Sample #3: Newsletter

Newsletter

HIDDEN BEAUTIFUL PLACE

CN Tower

Moraine Lake

Stanley Park

Royal Ontario Museum

DIVERSITY IN CANADA?

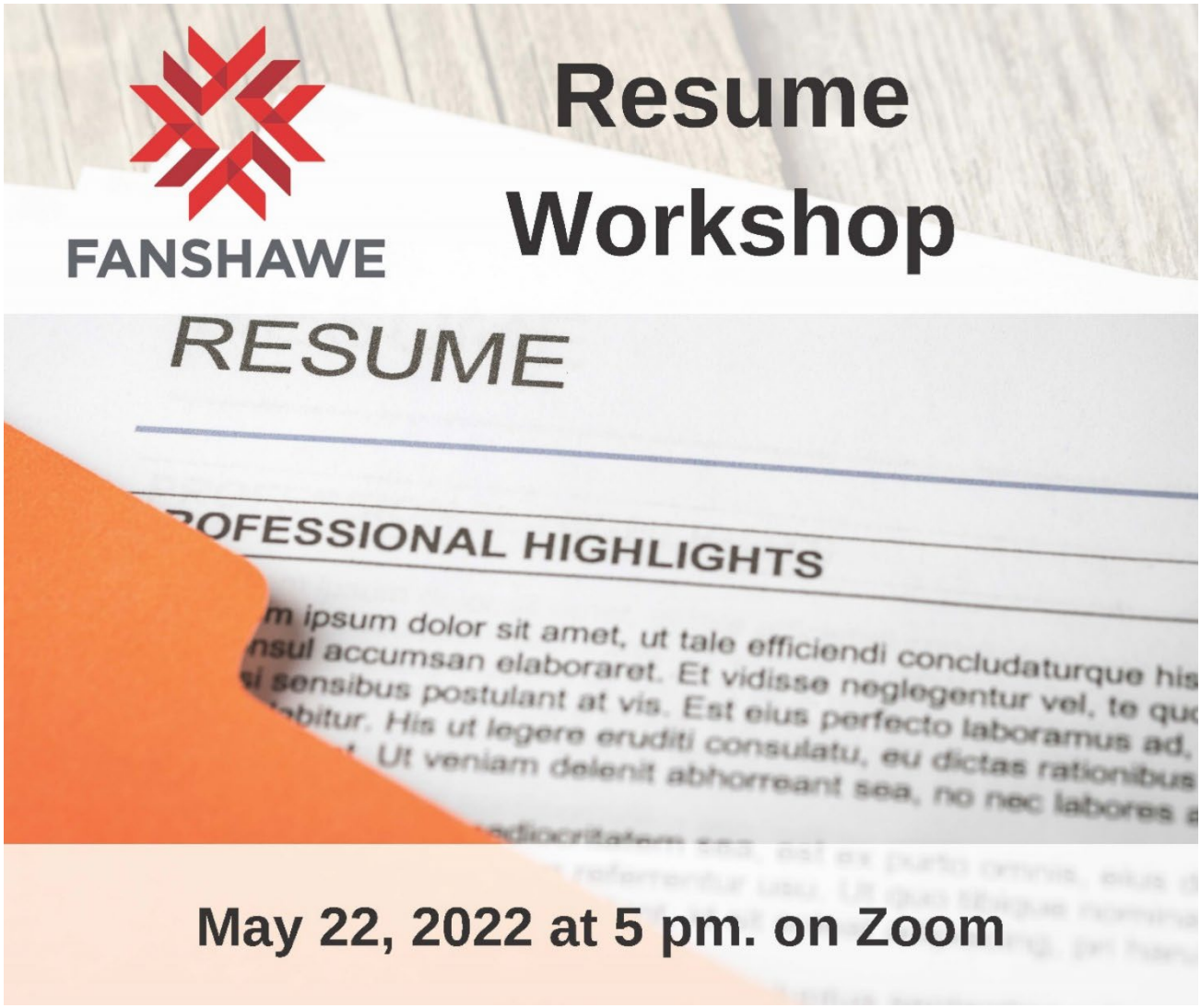
Canada's population is ethnically diverse, with inhabitants hailing from a variety of countries and cultural backgrounds. The population size of people who do not belong to the two charter groups is a common way of describing cultural diversity in Canada.

THE LOCATION

Canada is a constitutional monarchy. In Canada, there are two official languages. Canada is the second-largest country on the planet. Canada boasts the world's longest coastline. In addition, Canada possesses the world's longest international border. The word Canada comes from a Native American word.

FANSHAWE

Sample #4: Social media post for workshop



Sample #5: Q.A. Sessions Poster

Sample #6: Social media Zoom invitation

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