

Communication Plan

Academic Year 2026–2027

The Office of Institutional Effectiveness (IE) is managing several initiatives during the 2026-2027 academic year. This plan outlines, at a general level, how IE will keep the campus informed. Because timelines can shift as the year unfolds, specific dates are not listed here — details are shared as each communication goes out.

Initiative	Description	Timing
Monthly IE Newsletter	A new publication for faculty and staff covering accreditation, assessment, Watermark, and other institutional effectiveness updates.	Monthly
Watermark Implementation	Continued rollout of Watermark across campus, with updates on progress, training opportunities, and what to expect next.	Fall and Spring semesters – as needed
Administrative Unit Assessment Policy	A new assessment policy for administrative and non-academic units. Unit directors receive direct communication and training as it rolls out.	Fall 2026 – Summer 2027
Accreditation & SACSCOC Reaffirmation Preparation	Preparation for SWU's next reaffirmation of accreditation, including developments in SACSCOC's ongoing revision of its accreditation standards.	Ongoing – as needed