

Kansas State University Libraries

## New Prairie Press

---

Academic Chairpersons Conference  
Proceedings

35th Academic Chairpersons Conference,  
Orlando, FL


---

### Getting what you want: A compelling, reusable, one-page message.

Martin A. Draper  
*Kansas State University*, maddr@ksu.edu

Betsy B. Draper  
*Kansas State University*, betsydraper@ksu.edu

Follow this and additional works at: <https://newprairiepress.org/accp>

 Part of the [Agriculture Commons](#), [Biology Commons](#), [Educational Leadership Commons](#), [Higher Education Administration Commons](#), [Management Information Systems Commons](#), [Management Sciences and Quantitative Methods Commons](#), [Operations and Supply Chain Management Commons](#), [Organizational Behavior and Theory Commons](#), [Plant Pathology Commons](#), and the [Social and Behavioral Sciences Commons](#)



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](#).

---

#### Recommended Citation

Draper, B.B. and Draper, M.A. 2018. Getting what you want: A compelling, reusable, one-page message. Academic Chairpersons Conference.

This Event is brought to you for free and open access by the Conferences at New Prairie Press. It has been accepted for inclusion in Academic Chairpersons Conference Proceedings by an authorized administrator of New Prairie Press. For more information, please contact [cads@k-state.edu](mailto:cads@k-state.edu).

## Getting what you want: A compelling, reusable, one-page message.

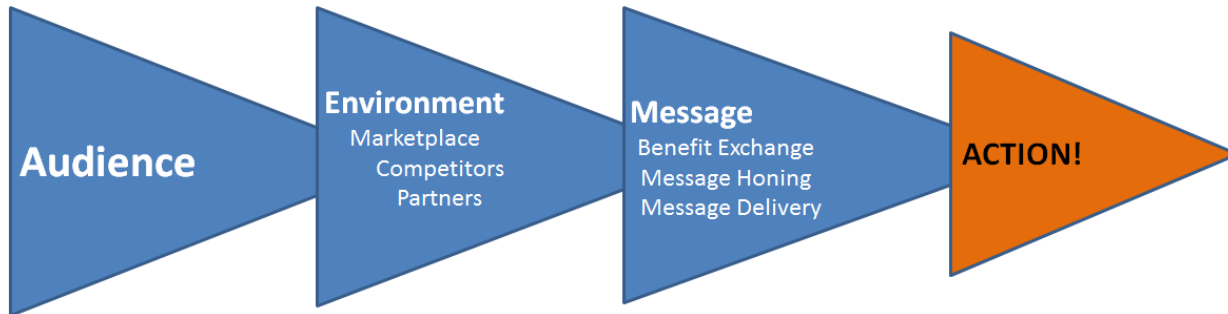
ACC – February 15, 2018

Betsy B. Draper / Martin A. Draper

Kansas State University

Abstract: Using examples from planning and evaluations government and business models, presenters will share tactics and strategies for simple, concise communications on important issues. Participants will practice by developing a one-page position paper, briefing paper or decision memo.

# Who, What, When, Where, How, WHY!



**Adapted from:** Katya Andreson, *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*

Issues: Areas of Focus

<ul style="list-style-type: none"><li>• Personnel actions?<ul style="list-style-type: none"><li>○ Hiring</li><li>○ Firing</li><li>○ Promotions</li><li>○ New directions</li><li>○ Disciplinary</li><li>○ Improvement plans</li></ul></li><li>• Budget concerns?<ul style="list-style-type: none"><li>○ Equipment</li><li>○ Facilities</li><li>○ Start-up</li></ul></li><li>• Space needs?<ul style="list-style-type: none"><li>○ Classrooms</li><li>○ Laboratories</li><li>○ Greenhouse</li><li>○ Offices</li></ul></li></ul>	<p style="text-align: center;"><b>What are your areas of focus?</b></p>
---	---

Notes / Questions:

### One-Pager Outline Matrix

Issue	Audience	Action	Information Needed	Sections	Reuse
Concise communication in a single-page document	Session Participants		Sample issues Success stories Pros/Cons Easy-to-use model Example docs	Issues Model	Go to tool for many applications
Personnel Action - Position Justification	Dean / Provost / President	Funding and permission to hire	Departmental Strategic Plan Need / Gaps Budget Impact Situation analysis		Human Resources Unit Position Description Position Announcement Search Committee Mentoring Committee
Decision Memo - equipment purchase	Directors / CIO / Provost & Fin VP	Agreement to move forward with the recommendation	Current equipment lifecycle Impact of the equipment Analysis of alternatives Budget	History / Background Assumptions Alternatives Recommendation	Staff update Implementation team Campus newsletter article Accomplishment (annual)report