Southern New Hampshire University

HEA 540 Module Eight Short Paper Guidelines and Rubric
Eliciting Support

Overview: In Modules Seven and Eight, you have worked on different parts of your communication plan, including internal and external audiences, the information these audiences would want to know, and how to deliver that information to them. In this assignment, you will build on your work in these modules to consider how you will elicit support from these stakeholders.

Prompt: You have done a lot of work to evaluate your academic program and make recommendations based on this evaluation. You do not want to see all of this work wasted because you lack support from the many different stakeholders you have identified. How will the messaging you develop create support, also known as buy-in, from these groups? In this assignment, you will consider how you can generate buy-in from at least three sets of stakeholders whose support you need to implement and evaluate your program recommendations.
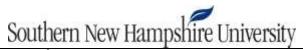
Specifically, the following critical elements must be addressed:

- **Stakeholders:** Describe at least three sets of stakeholders whose support you need to implement and evaluate your program recommendations. Who can influence the implementation and/or evaluation of your recommendations? Use headings within your document to separate your discussion of each set of stakeholders.
- **Messages:** Discuss how the messaging you develop as part of your communication plan will resonate with each set of stakeholders. What does each set of stakeholders need to hear in order to support your efforts?
- **Methods:** Explain the different communication methods you would use in your solicitation for support from each of the sets of stakeholders. How will you deliver the messages to each stakeholder?

Rubric

Guidelines for Submission: Your paper should be a minimum of 5 pages in length (including title and reference pages) and submitted as a Microsoft Word document with headings, double spacing, 12-point Times New Roman font, one-inch margins, and any sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (80%)	Not Evident (0%)	Value
Stakeholders	Describes stakeholders whose support is needed to implement and evaluate program recommendations	Describes stakeholders whose support is needed to implement and evaluate program recommendations, but description lacks details and/or relevance	Does not describe stakeholders whose support is needed to implement and evaluate program recommendations	30
Messages	Discusses how messaging will resonate with each set of stakeholders	Discusses how messaging will resonate with each set of stakeholders, but discussion lacks details and/or relevance	Does not discuss how messaging will resonate with each set of stakeholders	30

Methods	Explains the different communication methods that would be used in soliciting support from each of the sets of stakeholders	Explains the different communication methods that would be used in soliciting support from each of the sets of stakeholders, but explanation lacks details and/or relevance	Does not explain the different communication methods that would be used in soliciting support from each of the sets of stakeholders	30
Articulation of Response	Submission has no major errors related to headings, citations, grammar, spelling, syntax, or organization	Submission has major errors related to headings, citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to headings, citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
			Total	**100%**