

## Strategic Communication Plan – HR Integration Planning Team

Activity	Description	Task Owner	Frequency
<b>Communications Infrastructure</b>	<p>Communications Capacity (staff, time, medium): Who will do the work?</p> <ol style="list-style-type: none"> <li>1. Web updates – Holly Cox</li> <li>2. Planning team documents – Shelly Willhoite</li> <li>3. All HR staff emails – Kate Sheehan, Nancy Sutch, Pam Day</li> <li>4. Commissioner / HRC Meetings / ASD Meetings / All SOA staff communications – Kate Sheehan, Amanda Holland</li> <li>5. Items 3 &amp; 4 updates should be at same frequency, tie all communication into email, and contain link to website</li> </ol> <p>What budget do we have to do this work Costs for FY2020 must be absorbed in existing budget</p>	<p>Communications Coordinator will oversee and organize</p> <p>Kate Sheehan</p>	<p>Frequency bi-weekly</p>
<b>Goals</b>	<p>Why are we launching communications efforts? What do we want to achieve? –</p> <ul style="list-style-type: none"> <li>• Inclusivity</li> <li>• Buy-in</li> <li>• Foster understanding</li> <li>• Keep stakeholders up-to-date and engaged</li> </ul>		
<b>Target Audience</b>	<p>Who do we need to reach to achieve our goals? Who needs to receive information about HR Transformation? –</p> <ul style="list-style-type: none"> <li>• HR managers, DOPLR managers</li> <li>• HR, DOPLR staff</li> <li>• Commissioners</li> <li>• ASDs</li> <li>• All SOA employees</li> <li>• OMB</li> <li>• Governor’s Office</li> <li>• Union representatives</li> <li>• Legislature</li> </ul>		

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<b>Audience Research</b>	<p>What do we need to know about our target audience to make our communication effective? How will we get that information? –</p> <ul style="list-style-type: none"> <li>• Needs analysis from supervisors, managers, and executive leadership</li> <li>• Climate assessment for stakeholders – survey all levels (e.g., level of support, engagement, etc.)</li> <li>• Survey Stakeholder expectations – deliverables, timeframes, training, etc.</li> </ul>		
<b>Frame the Issue</b>	<p>What is HR Transformation really about? What must be communicated? Who is affected? –</p> <ul style="list-style-type: none"> <li>• Transforming HR together</li> <li>• Better experience [change to Using HR in a new meaningful way]</li> <li>• Strategic partnerships</li> </ul>		
<b>Message</b>	<p>Elements of the message: Problem / Solution / Action –</p> <p><b>Problem:</b> Duplicative HR work, labor intensive processes, department desire for more and different HR support, department desire for clear connection between deliverables and cost</p> <p><b>Solution:</b> when do we update this?</p> <p><b>Action:</b> when do we update this?</p>		
<b>Spokespeople</b>	<p>Who are the best messengers to reach our target audience? –</p> <ul style="list-style-type: none"> <li>• Commissioner Tshibaka</li> <li>• HR Managers, HR staff [HR staff are not ready]</li> <li>• Planning Team</li> </ul>		

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<b>Hooks</b>	<p>What are HR “hooks” that will grab attention, motivate action? –</p> <ul style="list-style-type: none"> <li>• Transforming HR together</li> <li>• Satisfied department customers</li> <li>• Work teams</li> <li>• Improved working relationships between HR and stakeholders</li> </ul>		
<b>Communications Channels and Outlets</b>	<p>How will we reach our target audience (e.g., websites, written form, webinars, presentations, etc.)? –</p> <ol style="list-style-type: none"> <li>1. Web updates</li> <li>2. All HR staff emails</li> <li>3. Planning team documents</li> <li>4. Commissioner / ASD / All SOA staff communications</li> <li>5. Training opportunities</li> <li>6. Posters in HR offices</li> <li>7. Meetings - WebEx</li> </ol>		
<b>Deliverables / Collateral / Event</b>	<p>What deliverables / collaterals / events do we need to communicate with our audience? (e.g., status reports, white papers, videos, presentations, scripts, etc.) –</p> <ul style="list-style-type: none"> <li>• Regular status updates – bi-weekly if have something new to say</li> <li>• Notice / Invite to training</li> <li>• Timeline / Work plans</li> <li>• Project Teams send planning team regular updates to send out</li> </ul>		
<b>Track Coverage</b>	<p>What is our system to capture activities, outreach, and outcomes? –</p> <ul style="list-style-type: none"> <li>• Communication plan</li> <li>• Excel spreadsheet of all communication activities</li> </ul>	Communications Coordinator	
<b>Evaluation</b>	How will we evaluate our efforts? –		

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	<ul style="list-style-type: none"><li>• HR staff and Stakeholder buy-in</li><li>• Engaged HR community</li><li>• Agile and adaptive HR staff</li></ul>		
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### Objectives:

Develop clear, consistent messages that are delivered in “one clear voice.”

- Create a theme
- Develop key messages for Planning Team and HR staff to share ad hoc, when the opportunity arises
- Redesign and repackage basic information to create “brand” image – cement HR transformation in the memory of our audience

Establish key communicator network.

- Identify individuals throughout the Executive Branch who can help spread the message – share the key message with them
- Identify allies and champions – consider how to engage them to help share information
- Develop points of contact (like the old calling tree concept)

Develop communication protocols.

- Create guidelines (when, how to share key message, get more activity scheduled, etc.)