## Strategic Communication Plan – HR Integration Planning Team

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Task Owner</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communications</strong></td>
<td><strong>Communications Capacity (staff, time, medium):</strong></td>
<td>Communications Coordinator will oversee and organize</td>
<td>Frequency bi-weekly</td>
</tr>
</tbody>
</table>
| **Infrastructure**     | **Who will do the work?**  
1. Web updates – Holly Cox  
2. Planning team documents – Shelly Willhoite  
3. All HR staff emails – Kate Sheehan, Nancy Sutch, Pam Day  
4. Commissioner / HRC Meetings / ASD Meetings / All SOA staff communications – Kate Sheehan, Amanda Holland  
5. Items 3 & 4 updates should be at same frequency, tie all communication into email, and contain link to website | Kate Sheehan                                       |                   |
| **Goals**              | **Why are we launching communications efforts? What do we want to achieve?**  
- Inclusivity  
- Buy-in  
- Foster understanding  
- Keep stakeholders up-to-date and engaged                                                                 |                                                  |                   |
| **Target Audience**    | **Who do we need to reach to achieve our goals? Who needs to receive information about HR Transformation?**  
- HR managers, DOPLR managers  
- HR, DOPLR staff  
- Commissioners  
- ASDs  
- All SOA employees  
- OMB  
- Governor’s Office  
- Union representatives  
- Legislature                                                                                       |                                                  |                   |
| **Audience Research** | What do we need to know about our target audience to make our communication effective? How will we get that information? –  
- Needs analysis from supervisors, managers, and executive leadership  
- Climate assessment for stakeholders – survey all levels (e.g., level of support, engagement, etc.)  
- Survey Stakeholder expectations – deliverables, timeframes, training, etc. |
|----------------------|--------------------------------------------------------------------------------------------------|
| **Frame the Issue**  | What is HR Transformation really about? What must be communicated? Who is affected? –  
- Transforming HR together  
- Better experience [change to Using HR in a new meaningful way]  
- Strategic partnerships |
| **Message**          | Elements of the message: Problem / Solution / Action –  
**Problem:** Duplicative HR work, labor intensive processes, department desire for more and different HR support, department desire for clear connection between deliverables and cost  
**Solution:** when do we update this?  
**Action:** when do we update this? |
| **Spokespeople**     | Who are the best messengers to reach our target audience? –  
- Commissioner Tshibaka  
- HR Managers, HR staff [HR staff are not ready]  
- Planning Team |
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| Hooks                  | What are HR “hooks” that will grab attention, motivate action? –  
|                       | • Transforming HR together  
|                       | • Satisfied department customers  
|                       | • Work teams  
|                       | • Improved working relationships between HR and stakeholders |

| Communications Channels and Outlets | How will we reach our target audience (e.g., websites, written form, webinars, presentations, etc.)? –  
|                                   | 1. Web updates  
|                                   | 2. All HR staff emails  
|                                   | 3. Planning team documents  
|                                   | 4. Commissioner / ASD / All SOA staff communications  
|                                   | 5. Training opportunities  
|                                   | 6. Posters in HR offices  
|                                   | 7. Meetings - WebEx |

| Deliverables / Collateral / Event | What deliverables / collaterals / events do we need to communicate with our audience? (e.g., status reports, white papers, videos, presentations, scripts, etc.) –  
|                                  | • Regular status updates – bi-weekly if have something new to say  
|                                  | • Notice / Invite to training  
|                                  | • Timeline / Work plans  
|                                  | • Project Teams send planning team regular updates to send out |

| Track Coverage | What is our system to capture activities, outreach, and outcomes? –  
|                | • Communication plan  
|                | • Excel spreadsheet of all communication activities |

| Evaluation | How will we evaluate our efforts? –  
|            | Communications Coordinator |
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.)