

SDCCE Communications Plan

SDCCE's Communication Plan helps the organization focus on identified goals for improving communication internally among employees and work units. When people are fully informed, they are able to make better decisions that improve work and ultimately improve the student's access to teaching and learning, and to a student's overall academic success. The Communication Plan includes opportunities to communicate to external or secondary constituencies including District employees, community partners, current students, and potential students. This plan contains short and long-term objectives, designed to occur over six years. Review and assessment of progress will be conducted annually by the Office of the President.

Goals	Objectives
1. Conduct employee survey(s) to determine the current level of satisfaction with internal communication.	<ul style="list-style-type: none"> • Within years 1-2, conduct employee survey(s) to determine employees' preferences on 1) how to receive information about the organization, 2) the frequency of information, and 3) the types of information to receive. (IO 4.1) • Use survey results to determine resources needed to take action. (IO 4.1) • Determine how, and how often, progress will be measured. (IO 4.1) • Confirm that all planning includes diversity equity and inclusion. (IO 4.1)
2. Develop an intranet for employee use and to distribute information.	<ul style="list-style-type: none"> • Within year 2, research software platform options and purchase. (IO 4.1) • Establish timeline for project. (IO 4.1) • Determine and assign employees to provide and maintain content. (IO 4.1) • Determine how user experience will be measured and reported. (IO 4.1)
3. Develop training presentations on topics of interest.	<ul style="list-style-type: none"> • Within years 2-3, survey employees to determine areas of interest (e.g. program information; institutional priorities; employee benefits). (IO 4.1) • Establish timeline and assign employees to present information. (IO 4.1) • Develop goals for integrating community partnerships into various elements of campus work. (IO 4.1) • Continue to measure progress on this work. (IO 4.1)
4. Empower employees to be the top ambassadors for SDCCE as a great place to work and for students to learn.	<ul style="list-style-type: none"> • In year 4, survey employees to determine areas of knowledge and identify gaps. (IO 4.1) • Assign employees as ambassadors. (IO 4.1) • Report successful examples of communication. (IO 4.1) • Reward employees. (IO 4.1)
5. Maintain an accurate and informative intranet for employee use.	<ul style="list-style-type: none"> • During years 4-6, establish protocols for posting content. (IO 4.1) • Report successful examples of communication. (IO 4.1)