

# Action Team Project

     Progress Report

  X   Final Report

## Project

**Title:** Communications **Date** 6/20/07

The presentation to the Steering Committee will be 5-15 minutes in length and include the following:

- ✓ Updated Gantt Chart
- ✓ Copy of Steering Committee Feedback Form i.e. all approved recommendations
- ✓ Status of approved recommendations
  
- ✓ A brief description of how the Action Team Recommendations have been implemented and how they are becoming a part of the standard college processes and operations. Including results so far: (so instance report on the following)
  - Time saved –
  - Money saved –
  - Student Satisfaction improvement –
  - Employee Satisfaction improvement –
  - New processes created –
  - Improved existing process, how, how much, etc..
  - Teaching/Learning improvement –
  - Valuing of people improvement –
  - Cooperation improvement –
  - Communication improvement –
  - Other positive improvements –

## Department Responsible for Continuing This Work:

### Marketing & Communications

## Persons Responsible for Monitoring Ongoing Improvements

Sarah Householder, Amber Stark, Pat Jezak

**Copy : Tom Perin, Sarah Metzger, Stan Jensen and entire Steering Committee (approx. 30 copies)**



## FINAL REPORT TO STEERING COMMITTEE

Communications Process Management Team  
Spring 2006

**Project Statement:** To improve internal communication processes at Owens by examining our current policies as measured by improved communication policies, improved methods of communications and improved timeliness/clarity of communications.

In Spring 2006, the Steering Committee charged the Communications Process Management Team with developing processes to improve internal communications at Owens Community College. The Team reviewed the communication tools then in existence (Intranet, Bulletin Board, Owens Exchange, Egeneral emails) and conducted a college-wide survey to better understand what type of communication is desirable, whether existing communication devices needed to be changed, and whether faculty and staff had a thorough understanding of whom they should direct communication to outside their immediate office.

Based on the team's survey and additional research conducted, the team made three major recommendations:

- Create an Internal Communications page on the Intranet
- Change the format/use of the Bulletin Board
- Create a specific format/use of Egeneral emails

Each of these recommendations had a number of additional recommendations associated with them. All recommendations were approved by the Steering Committee in May 2006. (See attached Appendix I for a status report on the team's recommendations.)

Throughout Fall 2006 and Spring 2007, the team -- despite the loss of two original members -- has worked to implement these recommendations, and is proud to announce that all recommendations regarding the changes to the Bulletin Board and Egeneral emails have been accomplished. Some of the recommendations regarding the Internal Communications page on the Intranet have been implemented. However, the team has elected, in consultation with Marketing & Communications, not to proceed further. In part, this decision was made due to a period of transition within Marketing & Communications as the office is now under new leadership.

The Marketing and Communications Department is evaluating current communications tactics and messaging to assess the pros and cons of internal communication methods. The online Bulletin Board and Intranet will be reviewed as part of the communications audit and tweaked based on the findings of the audit and the communications survey recently completed by employees. The changes to the Bulletin Board and other communications methods will reflect employee feedback and may include implementing new tactics to better reach the College's internal audiences.

In Spring 2007, the team conducted a new survey to assess the changes made to the Bulletin Board and Egeneral messages. A copy of the team's survey results is attached to this report as Appendix II. In brief, the survey showed that the vast majority of respondents are aware of the Bulletin Board and that a significant majority are aware that it is only available on the Intranet. However, although statistics show that use of the Bulletin Board is increasing (see Table I, below), it appears that repeat usage remains at relatively low levels. Many users commented that the Bulletin Board is not easy to reach, is time consuming to reach and that they are not yet in the habit of checking the Bulletin Board regularly.

**Table I**  
**Statistics regarding Bulletin Board usage, December 2006-May 2007**  
**(courtesy of Information Technology Systems)**

<b>Month</b>	<b>Unique Visits</b>	<b>Page Views</b>
December 2006	742	789
January 2007	627	863
February 2007	800	989
March 2007	773	1027
April 2007	1693	2148
May 2007	1538	1803

The survey also queried respondents about the planned employee directory and those results have been shared with Marketing & Communications. (NOTE: An employee directory does exist on the Intranet; however, users have told the team that it is not always easy to access or as user friendly as they would like.)

In summary, the team believes that its charge has been met. The former Bulletin Board was deadline-driven, static, declining in usage, not very interesting and not cost-effective. The re-formatted Bulletin Board is gaining in usage, has no deadlines, is always up-to-date, is a revolving publication that is always fresh, can be archived, and is a repository for information that used to be shared via Egeneral messages. (For comments regarding the usage of the Bulletin Board and Egeneral messages, please refer to Appendix III.) The drawback, for some, is that it takes time to get in the habit of checking the Bulletin Board online.

The revamped Marketing & Communications team is actively reviewing the college's internal communication tools to better serve the College's internal constituencies. In addition, the College now has a Director, Communications. This position is located in the President's Office and did not exist at the time the team was conducting its research in 2006. The team is confident that the changes already made have been engrafted into the system through the Office of Marketing & Communications as well as through the Office of the President and that both offices will continue the principle of continuous quality improvement as it pertains to the College's internal communications processes.

Final recommendations:

- The College should continue to utilize "everyone emails" (as distributed by the Director, Communications) to publicize the Bulletin Board. Perhaps these emails could be sent regularly rather than waiting until there is a significantly "newsworthy" event.
- The color of the Bulletin Board icon should be changed to become more prominent.
- Marketing & Communications, along with ITS, should investigate the feasibility of sending a message when employees log into their workstations reminding them to check the Bulletin Board.

Communications Team

Jane Doty

Teri Pratt

Shane Trumbull

Dave Winckowski

Sarah Metzger, Champion

With special thanks to Sarah Householder, Marketing & Communications

**Appendix I**  
**Communication Team ~ Status of Recommendations**

<i>Team Recommendation</i>	<i>Steering Committee Decision</i>	<i>Status, 6/20/07</i>
<b><i>Create Internal Communications page on Intranet</i></b>		<b><i>Partially Complete</i></b>
Send photo release form to all Express ID Card offices/stations for all employees to sign when they obtain their Express ID Card.	Yes (must get release form)	On hold
Send out a hard-copy memo from the President to all full-time employees stressing the importance of obtaining an Express ID Card.	Yes	On hold
With assistance from Deans, Chairs, Supervisors and the Express ID Card offices, track employees and continue to send emails/memos to those full-time employees who have not obtained an Express ID Card.	Yes	On hold
Appoint an employee in HR to be responsible for sending job descriptions to the Webmaster in ITS to post on Intranet.	Clarify	On hold
Integrate Express Card ID photos and job descriptions into the current "Campus Directory" located on the Intranet with assistance from ITS.	Yes	On hold
Appoint a member of the Office of Marketing and Communications to work with ITS on look and feel of webpage.	Yes	Completed
Encourage HR to coordinate with the Webmaster in ITS when a full-time employee is no longer employed by the College.	Yes	Completed
Develop look and feel of Intranet webpage.	Yes	On hold
Create Organizational Chart link on webpage.	Yes	On hold
Create Bulletin Board link on webpage.	Yes	Completed
Create an Owens Exchange link on webpage.	Yes	On hold
Create a Strategic Plan link on webpage.	Yes	On hold
Create School newsletter on webpage.	Yes	On hold
<b><i>Change format/use of Bulletin Board</i></b>		<b><i>Completed</i></b>
Announce/advertise new format approximately one month before change occurs.	Yes	Completed
Discontinue printing hard copies of Bulletin Board.	Yes	Completed
Appoint a representative from the Office of Marketing & Communications to work with a Webmaster in ITS to create a new format for the Bulletin Board and make it a "revolving" publication with no set deadlines.	Yes	Completed
Advertise the new and improved Bulletin Board, guidelines and processes in other internal publications such as the Exchange.	Yes	Completed
<b><i>Create format/use of egeneral emails</i></b>		<b><i>Completed</i></b>
At least one full month before change occurs, notify all employees, through all internal communications outlets, that egeneral emails will now only be sent by the Office of the President and President's Council members as "everyone" emails.	Yes	Completed

## **Appendix II**

### **Communication Survey Results, Spring 2007**

A total of 274 responses had been completed for this survey when it was closed on Monday, June 4, 2007. As we were looking to obtain general campus knowledge of the Bulletin Board publication and its use, we did not attempt to segment the respondents demographically.

#### **Bulletin Board**

The great majority of respondents (92.7%) are aware of Bulletin Board. About 88% of the respondents know that it is available from the Intranet, though 12% of these believe that it is also available in paper form.

In the comments about availability, respondents mentioned difficulties in navigating the Intranet to find Bulletin Board. Some of them also stated that they would like to see a daily email that included campus highlights (a few mentioned the EGEN system by name)

Only 22% had submitted anything to Bulletin Board. There was much less concentrated awareness of the rules associated with submitting materials. Almost 30% correctly stated that it was a revolving publication with no set deadline. Nearly a quarter of the respondents thought they needed to submit within a week of publication (24%). Several also stated that materials were submitted more than a week in advance (15%) and about 18% stated outright that they did not know the procedure.

More than half of the respondents felt they were Very well/Moderately well informed about campus activities (64.8%), though only about 14% reported being very well informed.

In summation, while most respondents can identify the Bulletin Board publication by name and are aware that it is accessed via the Intranet, there seems to be relatively low levels of usage of it. Efforts of potential users seem mainly hampered by difficulties in finding the publication, in finding the time to access it, and in not having a set prompt or time to look at it. Awareness of campus activities is likewise relatively low.

#### **Campus Directory**

Respondents were interested in participating in the planned campus directory, with 88.4% so reporting. When asked about the information they would like to see as a part of this, name (88.7%), department (88.4%), and position (87.6%) were most often mentioned. Office phone number (77.5%) and office location (72.7%) were also often mentioned. Less-often-mentioned information included fax number (59.6%), brief job description (58.9%), and photos (38.2%).

Within the comments section, a few other suggestions were made for the directory: email address, cell phone and home phone number, degrees earned and tenure at Owens. A few also mentioned special interests, hobbies, and extracurricular activities, such as groups belonged to, union involvement, etc.

Comments for this section expressed some misgivings about how this directory would differ from other directories already in place, such as that in GroupWise. It was also suggested that the information might not be fully secure and that resources would be required to update, maintain, and protect the data.

Overall, attitudes toward the planned directory were positive and some support for the project could probably be expected.

## Appendix III

### Comments regarding Bulletin Board Usage (informal survey)

I may check the Bulletin Board once a week. But still like to get the college announcements through my email, especially the urgent emails that must be read immediately.

I find I'm not visiting it as often as I probably should. I don't care about the sports scores, but miss the other announcements that were received via EGEN.

I keep forgetting to look at the BB online. To tell you the truth I just yesterday looked at it for the first time in probably 4 months. I guess I'm not getting the use of it am I. Because the EGEN's disappeared I find it harder to get messages to people overall because many have said that they don't read the BB anymore. I know by working in the Performing Arts building it was easy for them to advertise through EGENs for upcoming events

With being gone for 3 months, the BB & Exchange was a great way for me to catch-up on events (mileage, schooldudes, etc.) I did do an EGEN and received a response back saying everything goes in the BB.

I wish I could say that I look at the new Bulletin Board on a daily basis; unfortunately, with so many other duties that are higher priority, I don't pull up the Bulletin Board from the Intranet on a regular basis as I should. I really feel it was so much more convenient and accessible to have a paper copy come in the mail. I would quickly look at the paper copy as I was sorting out the mail, and jot down any pertinent items.

I like being able to view the Bulletin Board on line, I find it very helpful. Although talking with other co-workers I find they do not have the time to read it therefore they miss a lot of important information. They often ask me how I knew that, or where did I find that out. I appreciate you taking the time to follow up on this.

Thanks for no more EGENs (90% did not pertain to me). But in regards to the Bulletin Board - I am afraid the old adage is true - "Out of sight, out of mind" I am sure that I have missed some things because I don't read it.

I have not had much interaction with the Bulletin Board - But it looks good to me!

I find that I do not have time to look at the Bulletin Board. I just don't think about it in the course of my day. I personally miss the EGEN's. It gave me the option of opening them if it was something I was interested in and to see what was happening around campus. With the printed Bulletin Board, I would quickly scan the articles, and, again, if there was something specifically of interest, I would read the entire article. Hope this is helpful. I will try to be better at looking at the Bulletin Board in the future.

