Recommendation:
The Communications 2.0 Cross Functional Team Update Report is for information.

Background:
The initial Communications Cross Functional Team developed “Let’s Communicate”, Bruce County’s Communications Strategy in 2018. The Communications 2.0 Cross Functional Team was formed shortly thereafter, specifically to address the strategy’s Recommendation #2: Increase awareness of departmental functions.

The Communications Strategy recognized this recommendation as a priority that would better serve the public, increase awareness of corporate programs and initiatives, increase awareness of knowledge experts within the organization, and facilitate the sharing of internal information.

Proposal:
We explored, we discovered, and uncovered many ways to increase awareness of departmental functions. To accomplish Recommendation #2, the Communications Committee 2.0 proposes that Bruce County:

- Improve organization-wide communication
- Provide ongoing education and updates to employees
- Leverage the employee database on Compass
- Promote “internal first” communications

These proposals have been captured in a Communications 2.0 Deliverables document, which will be available soon. By sharing this document with existing staff and ensuring it becomes an essential part of ongoing training, we feel that we can reach the objectives of better serving the public by increasing awareness of corporate programs and initiatives, identifying and highlighting knowledge experts within the organization, and facilitating the sharing of internal information. This document is by no means a static report. It is a living document, moving forward organically with deliverables already in use. These recommendations will be
continuously improved to adapt to modern methods of communication. With the launch of Compass, we feel that we have the platform to advance Recommendation #2.

The committee has put forth a plan to prioritize which recommendation in the Communications Strategy to focus on next. This roadmap addresses the most pressing needs of the county while providing us with a clear vision of implementing our communications strategy. As of September 2019 the next strategy recommendation - Develop a corporate language practical for Bruce County - will be moved forward by a committee composed of representatives from each department.

**Financial/Staffing/Legal/IT Considerations:**

There are no financial, staffing, legal or IT considerations associated with this report.

**Interdepartmental Consultation:**

There was no interdepartmental consultation.

**Link to Strategic Goals and Elements:**

Goal # 1 - Develop and implement tactics for improved communications
Goal # 2 - Leverage technology
Goal # 4 - Find creative new ways to involve all staff in our future

**Approved by:**

Murray Clarke
Acting Chief Administrative Officer