Communications Committee 2.0: Increase Awareness of Departmental Functions
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Introduction
The first Communications Committee developed “Let’s Communicate”, Bruce County’s Communications Strategy in 2018. The Communications Committee 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.

To accomplish Recommendation #2, the Communications Committee 2.0 proposes that Bruce County:

- Increase awareness of departmental functions & services through improved organization-wide communication
- Provide ongoing education and updates to employees
- Leverage the employee database on Compass
- Promote “internal first” communications

This document identifies specifically how Bruce County could advance these proposed recommendations and provides deliverables for implementation.
Initiatives and Outcomes

Increase Knowledge of Departmental Functions & Services Through Improved Organization-wide Communication

Why
To increase awareness of work being done across the organization to improve the internal comprehension of services provided.

How

1. **Introduce Bruce Organization and Department Videos at Orientation**
   New employees are now shown Bruce Organization and Department introduction videos during orientation. Displaying these videos supports awareness and introduces all new employees to each county department.

   The new Bruce Organization video is also available to view on the corporate website and all departmental videos were uploaded to Compass, making them easily accessible to all employees.

2. **Introduce department virtual tours**
   Working with IT the team will support virtual tours of all departments be uploaded to the team COMPASS sites as a visual introduction to the various facilities and departments. There are already several virtual tours in place including the Museum and Transportation. This initiative will be focused on the remaining departments with the goal to add tags and information in future.

3. **Ensure departmental pages (Compass) include consistent information - Refer to Attachment A**
   The Committee produced a checklist tool for use as a guide in creating departmental pages and ideas for enhancement as the online presence evolves. This page was distributed as part of the Compass launch & will be made available on the intranet.

4. **Ensure Compass quick links on all computers**
   Compass is now the default homepage of each browser in the county; Compass is the first thing one sees when opening a browser window.
Recommendations for Improved Outcome

1. **Designate space in each facility for posting internal communications**
   It is recommended that each facility will have a designated spot for posting internal communications. The committee will prepare a standard title that staff can post to highlight the communication boards. This will ensure consistency across facilities.

   Until such time as all information is accessed electronically, the Committee would like to ensure that each Department and outreach location has a designated bulletin board or ample space on an existing board to post information.

   This would also require providing the name or position of a person(s) who will receive this information and ensure that it is posted to the designated space in a timely manner.

Intended Outcome
Provide the most comprehensive service to the public possible.

Provide Ongoing Education and Updates to Employees

Why
To deliver the right information, to the right individuals, at the right time.

How
Leveraging technology and various delivery platforms to engage all Bruce County employees in the goals and initiatives of the organization.

Recommendations for Improved Outcome

1. **Town halls hosted by CAO and/or Directors - Attachment B**
   Internal townhalls are a useful way to increase staff awareness of initiatives and increase employee engagement and influence a positive, open workplace culture. The Committee recommends utilizing this communications tool at Bruce County and has produced a ‘Tips and Tricks’ tool for use as a guide in hosting Town Hall events.

2. **Leverage ‘announcements’ on Compass**
   It is recommended that content creators be tasked with a goal to upload one ‘announcement’ per month for each department. This will ensure that information is shared while also engaging staff on a regular basis.
3. **Invest in Corporate Communications Resources**

It is proposed that resourcing Corporate Communications would be beneficial to the organization. Creating a centralized resource would create coordinated communications objectives as well as ensuring brand consistency and corporate language is used in all communications. Enhanced Corporate Communications would own and advance the Corporate Communications Strategy and foster media relations.

- Brand consistency and organizational voice
- Accountability to meeting objectives
- own and advance the corporate communications strategy
- Fostering media relations

4. **Utilize various media formats for communication**

It is recommended that content creators utilize various media formats for communications on their Departmental Compass pages. We suggest there be a goal given for each department to upload one video per year.

Everyone consumes media differently, and people have their preferred methods of media consumption. By distributing communications via multiple channels we have a better chance of connecting with more people and ensuring that our messages are being delivered and understood. The use of various media formats would capture the audience’s attention and keep them engaged.

**Intended Outcome**
Engaged staff who are aware of organizational goals and initiatives.
Leverage the Employee Database on Compass

Why
This can encourage collaboration across the entire organization.

How
1. **Encourage employees to maintain Delve profiles - Attachment C**
   Compass’ search function allows users to find other staff in the organization based on skills, and can help us identify knowledge experts, encouraging collaboration across the organization. Delve profiles on Compass are where this information is housed, but Delve is also a platform to discover and organize information; any documents shared between a user and another staff member will be visible when viewing that staff member’s profile. Delve also includes a robust search functionality that could improve cross departmental collaboration.

2. **Identify Knowledge Experts**
   Knowledge Expert - professional who has acquired knowledge and skills through study, accreditation, and/or experience, in a specific field or subject, to the extent that his or her opinion may be helpful in fact finding, problem solving, or understanding of a situation.

Recommendations for Improved Outcome

1. It is recommended that departments identify Knowledge Experts within their work groups. By identifying a member of their department as a Knowledge Expert, Department Heads recognize that these staff members may be called upon for collaborative or supportive functions - both within and external to their own department.

Intended Outcome
Staff can easily identify individuals with specific skill sets, advancing internal collaboration. By leveraging strengths across the organization, we can improve the quality of our communications and increase their reach.

Promote “Internal First” Communications

Why
Ensure staff members receive timely information in order to best serve the public.

How

1. **Ensure internal first sharing of information that will be shared externally**
   Content creators will be provided direction to post their external promotion and information to Compass before sharing externally. This will allow staff to receive the information before the public receives it allowing Bruce County staff to be better informed. Future recommendations will create a priority list that will classify the various importance levels of different types of communications with the goal of managing risk and exposure.
Recommendations for Improved Outcome

1. **Cross promotion of department functions and services**
   Staff awareness of the functions and services of other departments translates to the best possible service experience for and comprehensive provision of information to the public. The Committee recommends: sending out Departmental updates, including Media Releases, initiatives, and events; Share Announcements on the Compass Home Page to spread news organizationally; posting information at physical spaces in each County location from each department.

2. **Post content online to Compass home and department pages**
   The Committee recommends that Content creators be provided with direction to ensure that their department page(s) are current and up to date with information.

3. **Post content in a physical space in each Bruce County location**
   - Have supervisor or director of physical space designate person or position to print and post content
   - Have an email distribution list created to connect identified people and have them receive information directly to post to board
   - Educating content creators on distribution list & posting areas
   - There is an opportunity to use technology instead of physical boards where the equipment exists.

**Intended Outcome**
Empowered, engaged staff, able to speak to news happening across the organization.
Conclusion

We explored, we discovered, and uncovered many ways to increase awareness of departmental functions. By sharing this document with existing staff and becoming 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, identify and highlight knowledge experts within the organization, and facilitate the sharing of internal information.

We challenged ourselves to follow a process to best represent the voices of Bruce County. With our determination and curiosity to see how this would all play out, we worked diligently to develop a plan for this recommendation. We present to you this document that we believe will allow Bruce County to think differently about communications, and one that will allow for innovation.

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 help make this recommendation a reality.

Going forward the committee will put forth a plan to prioritize which recommendation to focus on next. This roadmap will address the most pressing needs of the county while providing us with a clear vision of implementing our communications strategy.

Proposed Roadmap

<table>
<thead>
<tr>
<th>Strategy numbering</th>
<th>Recommendation</th>
<th>Proposed Order of Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Increase awareness of departmental functions</td>
<td>1</td>
</tr>
<tr>
<td>#3</td>
<td>Develop a corporate language practical for Bruce County</td>
<td>2</td>
</tr>
<tr>
<td>#6</td>
<td>Develop a process for external communications</td>
<td>3</td>
</tr>
<tr>
<td>#5</td>
<td>Develop a process for internal communications</td>
<td>4</td>
</tr>
<tr>
<td>#4</td>
<td>Make communications planning a priority</td>
<td>5</td>
</tr>
<tr>
<td>#7</td>
<td>Create a progressive public relations strategy</td>
<td>6</td>
</tr>
<tr>
<td>#9</td>
<td>Develop a continuous employee education program related to communications</td>
<td>7</td>
</tr>
<tr>
<td>#1</td>
<td>Create a universal Communications Guide for Bruce County</td>
<td>8</td>
</tr>
<tr>
<td>#8</td>
<td>Evaluate the effectiveness of our communications</td>
<td>9</td>
</tr>
</tbody>
</table>
Page Content Checklist

- Department service summary.
- Organizational chart that highlights positions & provides contact info.
- List of knowledge experts within the department.
- List of work locations and related facilities.
- Contact info – who is the point of contact for the department?
- Photos, videos, and other visual content.
- Policy and procedures documents in accessible formats.
- Committee rosters and descriptions.
- Sub-brand or corporate branding guideline documents.
- Upcoming events with descriptions, locations, and dates.
- Announcements & media releases.
- “By the numbers” - Interesting numerical based info & other fun facts.
- Link to department’s external website or page.
Effective Town Hall Tips and Tricks

Be Prepared - Have an agenda, share it ahead of time, and stick to it

Give it Time - Set your meeting well in advance and communicate how/when to staff

Rock the Intro - Have music playing as a welcome to make staff feel more relaxed

Include Perks - Provide snacks, draws or rewards for participating

Make it Pop - Include videos or pictures to illustrate your point, keep slides to a minimum

Don’t Drag it Out - Limit the number of topics to be covered to 1 or 2 to ensure it sticks

Keep it Positive - Ensure balance between serious and lighter topics to keep people engaged

Take Questions - Engage with participants by allowing opportunities to ask questions

Consider the Curious - Employees are not always comfortable asking questions - try breakout sessions to facilitate more conversation or take questions ahead of time or online

Don’t do it Alone - If you are juggling things like technology have a facilitator join you in order to keep the meeting moving

Preserve the Show - Consider taping the video or livestream for future watching

Keep it Timely - Have a timeline and stick to it

Follow Up - If question or comments require follow up give realistic response times and follow through on your commitment
Your profile is like an electronic business card you share inside your organization. Maintaining your profile is simple, yet it can reap big rewards because it communicates who you are, what you’re working on, and what you’re good at throughout your organization.

**View and edit your profile**
1. To view your profile, select your picture in the Office 365 header, and then select My Profile. You can also access your Delve profile by going to [https://can.delve.office.com/](https://can.delve.office.com/) and clicking on ‘Me’ on the left side of the page.

2. To change your settings, choose Update Profile on your profile page.
3. From the Update your profile page you can view and update the following information. Some of these fields are optional, and you can decide what information you'd like to be public.

- **Contact Information**
  This includes your job title, email address and telephone number. This information cannot be updated manually, and a formal request must be made to change this info.

- **About Me**
  Input a few words about yourself. Some examples are:
  - how long you've worked for the County?
  - do you have any interests outside of work?

This section is optional.

**About me**

This is me in a few words  

Tell your story to help others get to know you

[Save] [Cancel]
• Projects
You can list projects that you're currently working on, or past projects that you'd like to keep record of. You can select if you'd like this information to be private (only you can view it) or public (anyone in the organization can see.)

Projects
Here are some of the projects I've worked on
Add a project title
+ Add project

• Skills and Expertise
Are you a social media expert? A master of Microsoft Excel? This section is useful in identifying and recognizing "Knowledge Experts" within the county. Professional skills can include degrees, certificates, and other professional qualifications. "You can ask me about" can be things like formatting documents, properly utilizing the Bruce Brand, or other specialized knowledge topics. You can select if you'd like this information to be private (only you can view it) or public (anyone in the organization can see.)

Skills and expertise
Here are some of my professional skills
Add skills
+ Add skill

Social Media ✗

You can also ask me about
Add a topic
+ Add topic
- Schools and Education

If you’d like, you can list schools that you have attended. This is optional, but it may be a great way to meet colleagues who attended the same school(s) as you. You can select if you’d like this information to be private (only you can view it) or public (anyone in the organization can see.)

🔍 Schools and education

These are the schools I've gone to

Add a school name

+ Add school

- Interests and Hobbies (optional)

What do you like doing in your free time? You can select if you’d like this information to be private (only you can view it) or public (anyone in the organization can see.)

🎵 Interests and hobbies

Here’s what I like doing in my free time

Add an interest or hobby

+ Add interest
4. Profile Photo

By clicking on the camera icon next to your profile photo you can upload a personalized image to use as your profile photo.

- **Image Guidelines**
  - Image layout should capture the head and shoulders of the individual.
  - Photos should be business appropriate.
  - Lighting should not leave shadows on the face so that the image is unclear.
  - The individual should probably smile, unlike your driver’s license or passport – this reflects a pleasant attitude in our work environment.
  - No sunglasses but prescription glasses may be worn
  - Images should not be pixilated or blurry
  - Use a higher resolution image that is clear and well lit.

- **Profile Photo Examples**