Internal Communication Taskforce – 2/4/20

**In attendance:** Mike Schwabenbauer, Jay Demers, Eric Clark, Sarah Sawyer, Mariah Hughes, Bert Audette, and Lisa Larson.

**Comments/feedback** **from last meeting**:

HR and hiring announcements are well received.

The committee enjoyed the article because it emphasized being transparent in our workflow not just horizontally, but vertically as well. Other notes included that you can have as many communication plans as you want but if they are not meant to create dialog and inclusion, then it won’t work in the long run.

“Using the right techniques to engage the right audience at the optimum time.”

**Audiences:**

Identified and elaborated on important campus stakeholders: faculty, staff, and students.

Being specific and tailoring your message to each audience and being very deliberate about how you do so is a point to emphasize to all parties going forward.

Qualitative/informal research: the committee will split up in order to have conversations about what effective communication means to each stakeholder group.

Students – Eric & Mike

Faculty – Sarah & Jay

Staff – Mariah & Bert

We will start with these core three groups so we can start to brainstorm what it is that each particular group needs to communicate. What tools they need, what information they need and so on.

Sample questions:

1. When you send something out to the entire campus, what are some issues you run into?
2. Is there information that you would like to send from your department to all of campus that you don't currently?
3. What campus-wide information is the most beneficial for you to receive from someone else?
4. What information do you feel you miss out on/wish you got?
5. What mode of communication works best for you when you are receiving info from someone else? (email, phone, office visits, meetings, physical mail, etc.)

**Roadblocks committee members run into, areas for improvement:**  
Getting internal groups on the same page before something gets sent out, when special guests are on campus, when someone new is hired, when processes/information change, events, etc.  
Offices need more cross training between them and would welcome that.  
No formal on-boarding or procedural way to capture instructions on day-to-day work for when that person inevitably no longer is in that position.

**Technological roadblocks & solutions:**  
Bert in meeting to listen to these concerns, and work towards alleviating them.  
How should we look at our platforms going forward, MyEMCC, website, Teams, etc.