

A photograph of three women standing in a hallway, engaged in conversation. The woman on the left is wearing a bright blue long-sleeved top and dark pants. The woman in the middle is wearing a green patterned top, a dark green cardigan, and dark pants. The woman on the right is wearing a grey blazer and dark pants. In the background, there is a black mailbox with labels 'IN', 'OUT', and 'CARD FEED'.

UNIVERSITY
OF
CALIFORNIA

Staff Engagement Communications Work Group

January 13, 2014

WELCOME

Survey Outcomes

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Questions & Feedback

Communication Workgroup

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SURVEY OUTCOMES

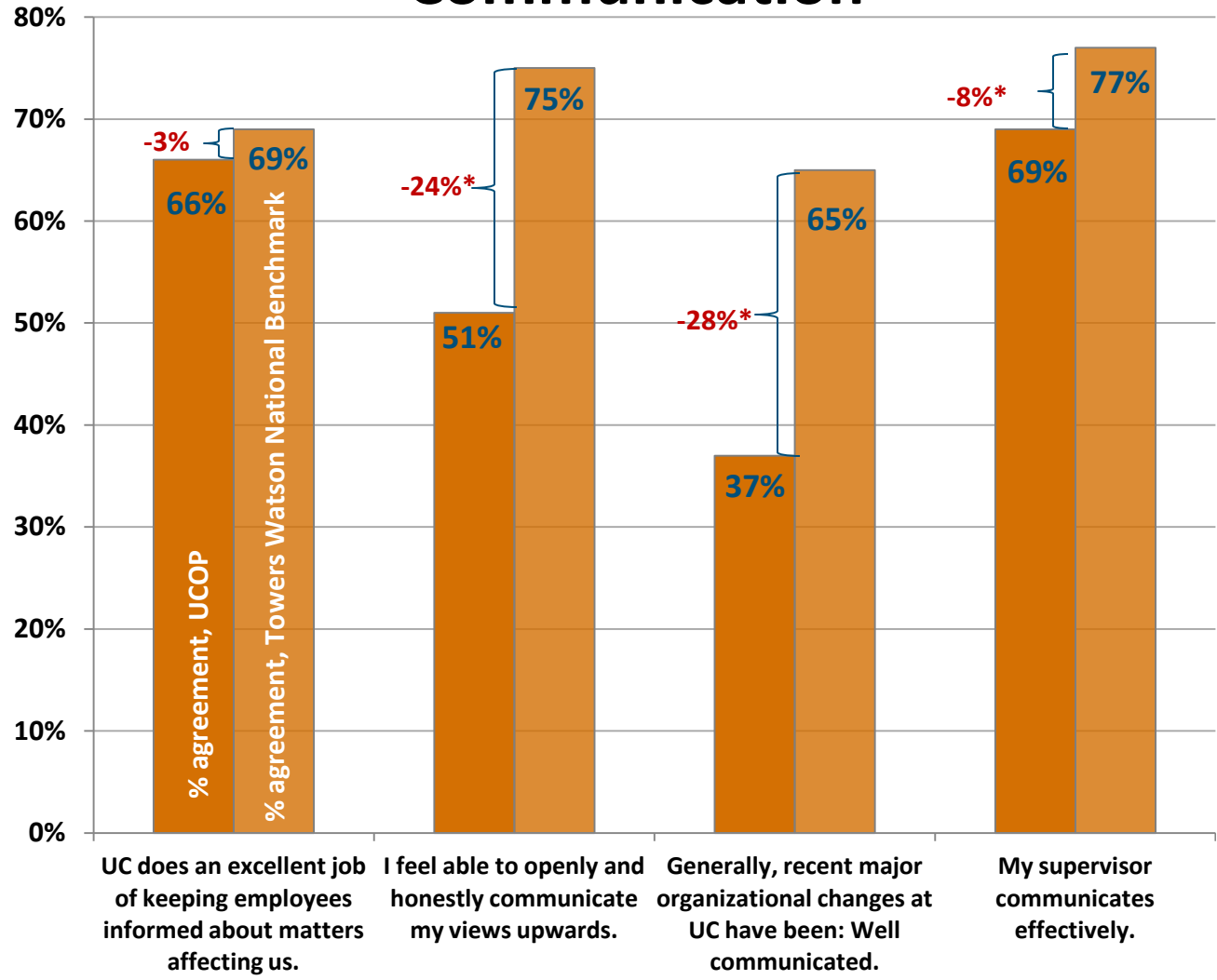
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Communication



**Statistically significant*

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- Unpack the survey results, examining them for potential areas of strategic opportunity
- Review of best practices in communications in higher education and other industries
- What does communication at UCOP look like?
- What communications practices should UCOP stop, start, or continue?
- Receive and incorporate feedback from UCOP colleagues at the Communication Workgroup Brown Bag

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RECOMMENDATION 1: Develop a Communications Resource Group (CRG)

Under the aegis of Staff Assembly, CRG would:

- Provide a conduit for regular and consistent feedback about multimedia communications across UCOP
- Facilitate communication at all levels
- Serve as a resource to staff interested in early feedback in development of large scale communications targeted at UCOP community

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RECOMMENDATION 2: Drive Communication Technology

- Expand use of communication technologies such as video messaging, streaming webcasts, and online archiving to ensure broadest reach possible
- Develop systems to ensure that feedback from staff on both communication content as well as the process by which it was communicated can be delivered in a safe, confidential, and anonymous manner (if staff so choose)

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RECOMMENDATION 3: Ongoing Assessment

- Include assessment of deliberate communication changes implemented in response to benchmarked concerns identified in the Staff Engagement Survey
- Interim assessments can be simple and informal, conducted via web-based survey instruments, such as Survey Monkey or similar mechanisms

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RECOMMENDATION 4: Advance New Communication Tools and Leverage Existing Ones

UCOP should dedicate greater time and effort to communicating effectively throughout the organization

- Existing coursework offered by UCOP Learning and Development should be leveraged to build employee communication skills
- Expand course offerings to address the need for communication training for all UCOP staff and supervisors