Communication Workgroup

WELCOME

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Questions & Feedback

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Welcome

SURVEY OUTCOMES

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Communication

- UC does an excellent job of keeping employees informed about matters affecting us. 66% agreement, UCOP. 69% agreement, Towers Watson National Benchmark.

- I feel able to openly and honestly communicate my views upwards. 51% agreement.

- Generally, recent major organizational changes at UC have been: Well communicated. 37% agreement.

- My supervisor communicates effectively. 69% agreement, UCOP. 77% agreement, Towers Watson National Benchmark.

*Statistically significant
Approach

- 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
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
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)
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
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