COMMUNICATION PLAN SAMPLE

2016 Goals & Strategies Internal Communication Plan

**Goals of Plan**

1. Staff to know 2016 goals (and become more familiar with strategies)
2. Staff to know core values
3. The ability to appraise success of tactics
4. Budget and staff to align with strategic plan

**Timeline Summary (Major Milestones)**

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>October 2015</td>
<td>Launch at Staff Day</td>
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<tr>
<td>January 2016</td>
<td>Review Leadership Journey report and incorporate suggestions into larger plan</td>
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<tr>
<td>February 2016</td>
<td>Full implementation of plan</td>
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<tr>
<td>March 2016</td>
<td>Begin review of 2016 goals progress and communications monthly (Leadership Team)</td>
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<tr>
<td>May 2016</td>
<td>Begin 2017 budget planning</td>
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<tr>
<td>July 2016</td>
<td>Begin to assess 2016 goals accomplishments and 2017 goals</td>
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<td>September 2016</td>
<td>Leadership Forum meeting: review 2016 goals, next steps, etc.</td>
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<tr>
<td>November 2016</td>
<td>Assess where we are with communication plan, goals accomplished, update for 2017 and assign new goals for communication</td>
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**Tools and Outlets**

- Communication Alert Planning Grid and Template
- Onsite branch all staff meetings
- Onsite branch department meetings
- Annual Staff Day
- Leadership Team Line-Up (monthly articles, special highlights in some months, etc.)
- All staff emails
- Staff break/lunch rooms
- Promotional materials (i.e. bookmarks, goals and core values cheat sheets, t-shirts, etc.)
- Leadership Forum
- Goals posters in each branch’s work/break areas
Detailed Plan

January 2015  Leadership Forum Launched
- Meetings and planning begins
- Community input phase (Big Data Project, Libraries are Leaders)

Fall 2015  Core Values Revised
- Email Launch (Library Director)
  - Core values: updated public materials
  - Core values goal incorporated into 2016 annual goals for all staff (Human Resources)
  - Line-Up article on core values (each Leadership Team member writes about one)

Strategies and goals finalized

October 2015
- Goals and revised core values Launch at Staff Day
  - Presentations at Staff Day (Library Director/HR Committee)
    - Strategic plan and core values
  - Handouts for each staff member: Strategic Plan and Revised Core Values (ComRel/HR Committee)

January - March 2016  General Outreach
- Attend branch meetings to discuss strategic plan (Leadership Team)
- Write Line-Up articles on goals (each Leadership Team member writes about one)

Activate Committees

Task Forces and committees created around goals (this will continue throughout the year as needed)

Staff Engagement
- Departments/staff liaisons asked to create ways to inspire staff around core values
- Updated core values “shout-outs” created for branch break rooms (ComRel)
- Staff Recognition recommendation process based around core values (HR)
- Share new monthly metrics report (key performance indicators) around strategic plan with staff (Library Director)
- Top Performer bonus awards given based on core values
-Establish and communicate measurements for 2016 goals

Public Outreach

- Presentations at key community meetings (Library Director)
  - Leadership Douglas County, etc.
- Distribution of plan at key meetings
  - Major chamber, county events

Board Engagement

- Revised Board Meeting Templates: to be used all year, highlighting strategic plan and brand platform (mission, vision, core values)
- Directors Report highlights elements of strategic plan
- Draft new metrics report (key performance indicators) around strategic plan

March 2016 Staff Engagement

- Encourage supervisors to use strategic plan/core values at side by side check-ins (communication alert form HR or Library Director to supervisors); offer a few examples of how to do this
- Review goals and core values in detail with Board at retreat (March 19)

April 2016 Staff Engagement

- Plan a staff appreciation surprise around goal and strategies (Leadership Team)
- Staff Recognition Awards on April 24: celebrate and honor winners based on core values
- Begin to roll out Customer Experience training for all staff members; begins with Castle Pines staff
- Create and distribute “cheat sheet” of DCL goals and core values (for new badges)
July 2016  
**Staff Engagement**

- Planning for 2017 goals and accompanying tactical plan (Leadership Team, Leadership Forum)
- Write Line-Up articles on updates on goals (each Leadership Team member writes about one)
- Create 2017 performance goals (based on DCL goals)

August 2016  
**Staff/Board Engagement**

- Begin working on 2017 tactics

September 2016  
**Staff Engagement**

- Begin working on 2017 tactics

October 2016  
**Staff Engagement**

- Write Line-Up articles on updates on goals around budgeting (each Leadership Team member writes about one)
- Staff Day event (considering the new Parker library as location)

November 2016  
**Communicate plan’s effectiveness with staff: did we reach our goals targets? Set 2017 goals for internal communication plan for strategic plan (Leadership Team)**

December 2016  
**Roll out 2017 communications plan (Leadership Team)**

- All-staff email from Director