

**Staff and Leadership Development Committee
Communications Subcommittee**

COMMUNICATIONS FRAMEWORK

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Based in part on previous work of Don Mercado

Discussed by the Subcommittee on 18 December 2008
Revised for adoption by Subcommittee on 15 January 2009

Following is a brief summary of the principles that guided our discussion. We are prepared to discuss these in more depth at the subcommittee meeting.

Different purposes for the Committee's communication:

Increase awareness
Increase attendance
Marketing / promotion

Keep people updated on what is happening; may need to evaluate periodically to know how effective the communications have been.

Need to know / what should be conveyed in the Committee's communications:

What is generally offered?
What is specifically offered?
Consulting offered?
Training offered?

Solution

One-size will not fit all; need a multi-layered approach to communication about staff and leadership development events.

Who needs to know?	What do we want them to know?	What do we need these people to tell us about their needs?	What is the best delivery mechanism? (current or desired)	What is the message?	Frequency / Other Notes?
1 Chancellor	Assessment material; numbers of attendees; the effect or the impact of the training/development program	What we need to know is what they need to hear from us!	HR Committee of Leadership Council	Training and development has a good ROI	As chancellor requests AND Suggest quarterly update by Vice Chancellor for HR Where does the message originate and who will craft? Where does the message start: dates and times.
2 Board of Trustees	Summary of the above		Report from the Vice Chancellor	Training and development has a good ROI	As board requests AND As determined by Leadership Council
3 Leadership Council	Need to know more about what is available; need to identify people to attend the sessions.	Need to know from them what development programs they want for themselves or for their people	Leadership Council meetings; through their HR directors	There are opportunities for development! They need to be champions for employee development! (challenge to convey this message) Message might need scripting	SLD Committee / staff will listen to your needs LC meetings – at least once annually when the year-end report is finished HR directors – SLD staff will communicate at least monthly to HR directors with

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				Leaders need to include better performance mgt systems and development as part of it.	information for Leadership Council Members
4 Vice Presidents, Directors, Deans	Need to know more about what is available; need to identify people to attend the sessions.	<p>Need to know from them what development programs they want for themselves or for their people</p> <p>Need to know who their new people are ... so as to better target SLD communication. On-line link to orientation page and to New Administrator Training</p>	<p>HR directors, "Chief" meetings, in either the administrator or supervisory training sessions Calendar of events?</p> <p>Campus Leadership Meeting</p>	<p>There are opportunities for development!</p> <p>They need to be champions for employee development! (challenge to convey this message)</p> <p>Leaders need to include better performance mgt systems and development as part of it. Provide scripting</p>	<p>List serves may not be the best for this group (may depend on whether it's for "all deans" or for "deans from Luoma" or another specific program they attended)</p> <p>HR directors – SLD staff will communicate at least monthly to HR directors with information for vice presidents, directors, deans</p> <p>Submit articles to system-wide newsletters rather than creating a new one: Divisions! newsletters, JR Quarterly Newsletter</p> <p>Try a newsletter something like "The Scoop" from the IT Division [See</p>

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					http://www.its.mnscu.edu/scoop/documents/08_November1.pdf]
5 Managers	<p>Classes that are available to them and to their staff; should be champions for those they supervise</p> <p>Use testimonials as the true value</p>		<p>Campus Leaders Meeting Web Newsletters STARS – does not have a calendar of events Conferences and meetings</p> <p>Calendar of events? Cindy will check to see if she can add a calendar to the front of the SLD website.</p>	What is available and how to find out what is available.	<p>HR directors – SLD staff will communicate at least monthly to HR directors with information for managers</p> <p>Try a newsletter something like “The Scoop” from the IT Division [See http://www.its.mnscu.edu/scoop/documents/08_November1.pdf]</p>
6 Supervisors (MMA) MUSAFF	<p>Classes that are available to them and to their staff; should be champions for those they supervise</p> <p>Use testimonials to demonstrate the impact</p>		<p>List serve Web Newsletters STARS Conferences and meetings</p> <p>Calendar of events?</p>	What is available and how to find out what is available. Articulate how this will make the job of the supervisor easier	<p>HR directors – SLD staff will communicate at least monthly to HR directors with information for supervisors</p> <p>Try a newsletter something like “The Scoop” from the IT Division [See http://www.its.mnscu.edu/scoop/documents/08_November1.pdf]</p>

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7 “Technical” Experts (MAPE)	Classes that are available to them; when classes are to be held; how to access the sessions	What do they need? What are their obstacles? Building “your” skills. How can development to help them get to the next step.	List serve Web Newsletters Through union meetings / and union distribution lists Share in IPDIP discussions Put information about STARS in the information we send them Calendar of events?	What is available and how to find out what is available.	Send the newsletter through constituency groups (bargaining units) to get to these folks Newsletter could be posted on the website for employees to access.
8 Project Managers	Classes that are available to them; when classes are to be held; how to access the sessions	What do they need? What are their obstacles?	List serve Web Newsletters Through union meetings Put information about STARS in the information we send them Calendar of events?	What is available and how to find out what is available.	Send the newsletter through constituency groups (bargaining units) to get to these folks Newsletter could be posted on the website for employees to access.
9 Front line staff AFSCME	Classes that are available to them; when classes are to be held; how to access the sessions	What do they need? What are their obstacle s?	List serve Web Newsletters Through union meetings	What is available and how to find out what is available	Send the newsletter through constituency groups (bargaining units) to get to these folks

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			Put information about STARS in the information we send them Calendar of events?		Newsletter could be posted on the website for employees to access