1: PROJECT SUMMARY

Through this project the college will conduct an assessment of the most/best used communication tools, which will benefit organizational processes in the areas of employee retention and engagement. The entire college will be impacted by this project. External stakeholders and students will also be impacted either directly, if they are in the communication stream, or indirectly by contact with a better informed staff.

2: PROJECT RATIONALE

SCTCC is taking on this action project to address an area identified in our employee engagement/institutional climate survey as needing attention and to update the college review of communication tools, processes and venues.

3: PROJECT GOALS AND DELIVERABLES

November 2014- March 2015 – Plan and implement focus groups of SCTCC employees to gain feedback on most/best used communication tools. Focus groups will be held at the January and March 2015 in-service days. The status of this action project will be publicized prior to the January and March in-service days to employees via e-mail and department meetings. The results will be shared with employees via e-mail and college website. March – May 2015 – Review feedback data and prepare findings and recommendations document for college leadership. A successful outcome will be an updated list of communication tools and recommendations for best use of the tools.

4: INSTITUTIONAL INVOLVEMENT

All college employees will be invited to participate in focus group activities to identify the most effective communications tools currently employed or those, if implemented, would improve communication and employee engagement.

5: PROJECT CONTROL

Participation rates of employees in focus groups, goal 25% participation of all employees.
Catalog of communication tools-represented by a written collection of current and proposed communication tools.
Recommendations for implementation of best practices-Action project team will author a recommendation of the best practice communication tools to be considered for implemented at SCTCC by the college leadership.

6: ANTICIPATED CHALLENGES TO PROJECT SUCCESS

Challenges will include attracting employees to participate in the focus groups and using the collected data to develop actionable items.

7: ADDITIONAL INFORMATION

Communication information collected from employees will be shared with the SCTCC Marketing Department to assist in improving internal information sharing.