

**Communication Team
Work Plan 2013/2014**

Updated June 17, 2013

Network Goal #4: To promote clear messaging and communication in the Children and Youth Services Network.

Communication Team Mandate:

The Communication Team is responsible for developing and implementing a communication plan which includes strategies for communication throughout the Network, with and between organizations and the community. Strategies will include common branding, parent/youth engagement and CYSN website. In addition, this Team responds to the communication needs of the Network, Coordinating Team, priority committees and working groups.

Communication Team Objectives:

- 1) To develop processes for communication within the Network.
- 2) To develop clear and consistent messaging and branding through the transition and beyond.
- 3) To improve the sharing of information between agencies/organizations who are part of the CYSN.
- 4) To improve awareness of the Network.
- 5) To improve information about services and supports.

Objective #1: To develop processes for communication within the Network

Timeframe	Strategy <i>What do we need to do to achieve our objective?</i>	Action/Activity <i>What are the specific steps we will take?</i>	Person(s) Responsible	Indicators <i>How will we know this has worked?</i>	Completion Date/Status Update
Short Term <i>0-12 months</i>	Develop a process to communicate with network members.	Evaluate information flow diagram.	Communication Team (CT)	End of year evaluation of communication flow	January 2014 - development complete - need to evaluate
	Develop process for getting agendas/minutes to participants.	Populate the portal with relevant information including minutes and agendas.	Coordinator	#of hits on minutes/agendas page	Ongoing
		Email distribution list developed for members, look at alternative methods (e.g. RSS feeds) for communication.	Coordinator/CT	End of year evaluation of communication flow	Ongoing
	Ongoing evaluation of communication in CYSN.	Evaluation strategy developed.	Data Analysis Coordinator (DAC)?	Evaluation of communication in CYSN takes place annually	September 2014
Medium Term <i>1-2 years</i>	Ongoing evaluation of processes.	Evaluation of processes	DAC/CT?	Evaluation of CYSN takes place annually	Ongoing annually
Long Term <i>3-5 years</i>	Ongoing evaluation of processes.	Evaluation of processes	DAC/CT?	Evaluation of CYSN takes place annually	Ongoing annually

Objective #2: To develop clear and consistent messaging and branding through the transition and beyond

Timeframe	Strategy <i>What do we need to do to achieve our objective?</i>	Action/Activity <i>What are the specific steps we will take?</i>	Person(s) Responsible	Indicators <i>How will we know this has worked?</i>	Completion Date
Short Term <i>0-12 months</i>	Develop a communication plan for the CYSN.	Develop standards for appearance of CYSN materials, including letterhead, email signature, PowerPoint presentations, press releases, website, etc.	CT	CYSN members can identify the vision, mandate, and tagline.	January 2014 (need to share standards) Revisit tagline
		Develop tagline.	CT	Tagline developed	October 2014
		Develop target audiences and key messages.	CT	List of key audiences/messages developed. #of messages/year	January 2014
Medium Term <i>1-2 years</i>					
Long Term <i>3-5 years</i>					

Objective #3: To improve the sharing of information and resources between agencies/organizations who are part of the CYSN

Timeframe	Strategy <i>What do we need to do to achieve our objective?</i>	Action/Activity <i>What are the specific steps we will take?</i>	Person(s) Responsible	Indicators <i>How will we know this has worked?</i>	Completion Date
Short Term <i>0-12 months</i>	Ongoing maintenance of the website.	Identify specific information and schedule for updating website (public and private).	CT	Website populated	Ongoing
	Work with resource sharing committee to populate the member's section of the website.	Priorities for information identified.	Coordinator/CT/Resource Sharing Committee	# hits on resource sharing documents	January 2014 - ongoing
	Orient new members.	Develop orientation kit.	Coordinator/CT	# kits delivered	January 2014 - ongoing
Medium Term <i>1-2 years</i>	Continue to use the website to share information.	Update website/blog with new information.	Coordinator	# hits on the website	Ongoing
	Orient new members.		Coordinator	# resources on the website	
Long Term <i>3-5 years</i>	Continue to use the website to share information.		Coordinator	# hits on the website # resources on the website	Ongoing

Objective #4: To improve awareness of the Network

Timeframe	Strategy <i>What do we need to do to achieve our objective?</i>	Action/Activity <i>What are the specific steps we will take?</i>	Person(s) Responsible	Indicators <i>How will we know this has worked?</i>	Completion Date
Short Term <i>0-12 months</i>	Social Media Strategy	Have an intern to help implementation of social media strategy and YouTube videos.	Coordinator/CT	#of FB, Twitter followers, # RTs, # blog posts and hits on blog.	April 2014
		Review “No Wrong Door” training segments	Coordinator/CT/Service Pathway Committee	New members joined.	April 2014
	Outreach to new members	Develop list of non-members to be contacted - need to determine targets.	Coordinator/CT		September 2013
		Development of script to recruit new members.	Coordinator/CT		Ongoing
		Use of QR codes on materials.	Coordinator		
Medium Term <i>1-2 years</i>	Continued implementation of external communication plan.	Development of key messages through social media.	Coordinator/CT	Social media metrics	Annual
Long Term <i>3-5 years</i>	Continued implementation of external communication plan.	Development of key messages through social media.	Coordinator/CT	Social media metrics	Annual

Objective #5: To improve information about services and supports

Timeframe	Strategy <i>What do we need to do to achieve our objective?</i>	Action/Activity <i>What are the specific steps we will take?</i>	Person(s) Responsible	Indicators <i>How will we know this has worked?</i>	Completion Date
Short Term <i>0-12 months</i>	Internal Awareness Campaign	Enhance website.	Coordinator	# hits on website	January 2014 - ongoing
		Assist Resource Sharing Committee with updates of Member VIQ information.	CT	All member organization information in VIQ	Ongoing
	External Awareness Campaign	Visit service clubs/road show.	CT	# presentations to service clubs	Ongoing
		Brown bag lunches.	CT	# brown bag lunches	Ongoing
		Develop hardcopy materials (e.g. flyers, booklets, printout of portion of webpage).	CT	# materials developed	Summer 2013
		Information in school newsletters.	Coordinator	# school newsletters	September 2013
		Presentations to doctors/family health teams.	CT	# presentations	Ongoing
		Presentations to child and youth counselors.	CT	# presentations to CYCs	Ongoing
Connecting with principals/vice principals (& retired principals).	CT	# principal meetings attended	Ongoing		

Timeframe	Strategy <i>What do we need to do to achieve our objective?</i>	Action/Activity <i>What are the specific steps we will take?</i>	Person(s) Responsible	Indicators <i>How will we know this has worked?</i>	Completion Date
		Creating a list of ambassadors/connectors ongoing.	CT	List developed	Ongoing
Medium Term <i>1-2 years</i>	Continue with internal/external awareness campaign strategies.	Continued connections with principals/vice principals. Continued meetings with service clubs. Continued efforts with planning tables.	CT/Coordinator	Same as above	Ongoing
Long Term <i>3-5 years</i>	Continue with internal/external awareness campaign strategies.	Continued connections with principals/vice principals. Continued meetings with service clubs. Continued efforts with planning tables.	CT/Coordinator	Same as above	Ongoing

Summary of Work Completed

<i>Objective</i>	Strategy <i>What do we need to do to achieve our objective?</i>	Action/Activity <i>What are specific steps we will take?</i>	Person(s) Responsible	Indicators <i>How will we know this has worked?</i>	Completion Date/Status Update	
Objective #1: To develop processes for communication within the Network	Develop a process to communicate with network members.	Develop templates for agendas and minutes.	Consultant/CT	# Committees/teams using agendas/minute templates.	December 2012 - complete	
		Develop an information flow diagram.	Consultant/CT	End of year evaluation of communication flow.	January 2014 - development complete - need to evaluate	
		Develop process for getting agendas/minutes to participants.	Develop a monthly team/committee update template.	Consultant	Update template posted on website. # of hits on template	January 2013 - complete
		Develop portal for committees on website.	Coordinator	End of year evaluation of communication flow	January 2014 - complete	
		Develop process for tracking attendance, at Network meetings.	Develop a template with organizations and sign-in sheet.	Coordinator/CT	Identify participation rate of organizations	November 2012 - complete
Objective #2: To develop clear and consistent messaging and branding through the transition and beyond	Develop a communication plan for the CYSN.	Develop a mission.	CT	Mission & vision is consistent in TOR, work plans, website, etc.	March 2013 - complete	
		Develop a mandate.	CT			
		Develop standards for appearance of CYSN materials, including letterhead, email signature, PowerPoint presentations, press releases, website, etc.	CT	Communications on behalf of the CYSN use consistent formats.	September 2013 - complete	

Objective #3: To improve the sharing of information and resources between agencies/organizations who are part of the CYSN	Develop a website.	Identify what information should be contained on the website.	CT	Website populated	May 2013 and ongoing
		Work on design of website	Coordinator/CT/Snap Design	Website functional and public launch	May 2013 - complete
	Work with Resource Sharing Committee to populate the website.	Develop a member's area of the website.	Coordinator/CT/Resource Sharing Committee	# hits on resource sharing documents	January 2014 - complete and ongoing
		Include information from other committees/teams on the member's area.	Other committees	# hits on team pages/documents	January 2014 - complete
Objective #4: To improve awareness of the Network	Develop an external communication plan.	Work with Loyalist College students to develop an external communication plan.	Coordinator/CT	# of plans received from Loyalist college	March 2013 - complete
		Develop social media strategy.	CT	# Of FB, Twitter followers, # RTs, # blog posts and hits on blog	Monthly, January - complete 2014 -
	Public launch of the website and new Network structure.	Hold public launch with media campaign along with signing of partnership agreement.	CT	#attendees at the launch # hits on the website # media articles/mentions # new members joined	May 2013 - complete
Objective #5: To improve information about services and supports					