

Internal Communications

COMMUNICATIONS BRIEF

APRIL 2013

INTRODUCTION TO COMMUNICATIONS BRIEFS

As you may have heard in the Spring Town Hall meetings, after assessing the results of the ND Voice employee engagement survey, the University is placing a greater emphasis on enhancing communication. This document is a new internal communications tool to that end. Communications briefs will be used as needed to update managers and department leaders about important University initiatives.

As a manager/department leader, communications briefs will provide you with the necessary information to advise your staff of key messages or important news.

HOW DO I USE THIS INFORMATION?

The information contained in communications briefs will be for use in your staff/department meetings to cascade throughout your department. You may also find this information helpful when addressing comments or questions from external colleagues, vendors, suppliers, family members, friends, etc.

HOW OFTEN WILL I RECEIVE COMMUNICATIONS BRIEFS?

Communications briefs will be used as needed to share broad University messages. There will *not* be a regular cadence of distribution.

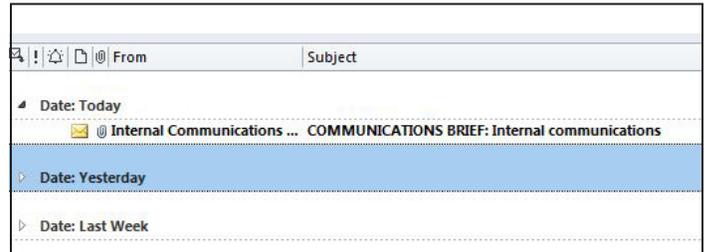
Examples of important projects or initiatives that may warrant a communications brief are:

- Douglas Road construction project
- Release of the University's Economic Impact Report
- University's Higher Learning Commission accreditation

You will **not** receive communications briefs about one-time, department-specific events, speakers, lectures, etc., unless it warrants a broad distribution of messaging/talking points.

HOW WILL I RECEIVE COMMUNICATIONS BRIEFS?

Communications briefs will be sent as a PDF via email from the University's Internal Communications address. (See the image above for a screen shot of how a brief will appear in your email inbox.)



When you receive a communications brief, the message in your inbox will look like this (above). By reading communications briefs, you can keep your department updated and you will have answers when you need them.

WHO WILL RECEIVE COMMUNICATIONS BRIEFS?

Communications briefs will be sent to department/division/unit leaders with an expectation that the information will be shared with staff. Campus communicators and administrative assistants will also receive the briefs.

ARE COMMUNICATIONS BRIEFS AVAILABLE ONLINE?

Communications briefs will be archived online at today.nd.edu.

WHO CREATES COMMUNICATIONS BRIEFS?

Communications briefs will be coordinated through the Internal Communications office on campus. Sue Lister is the University's new associate director of internal communications. Contact Sue if you have questions regarding communications briefs or ways that your unit can enhance internal communications.

BE A PART OF IMPROVING INTERNAL COMMUNICATIONS

The Internal Communications team is conducting focus groups to assess the effectiveness of specific University internal communications vehicles such as The Week, The Calendar, Today@ND web site, InsideND log-in page news and ND Works newspaper.

If you would like to participate in an internal communications focus group or if you have suggestions about improving internal communications at the University, contact a member of the Internal Communications team:

Sue Lister, Associate Director	631-7916
Carol Bradley, Managing Editor, NDWorks/Today@ND	631-0445
Jennifer Laiber, Electronic Media Coordinator, The Week and The University Calendar	631-4753