

## MEMORANDUM

**DATE:** October 2, 2018  
**TO:** CRCOG Executive Committee  
**FROM:** Lyle Wray, Executive Director  
**SUBJECT:** **Internal Communications Plan Update**

In addition to the recommendations GEM set forth in its draft Communications Plan for CRCOG to help the agency better tell its story externally, the team identified a handful of internal communication improvements to address feedback received from management, staff and specific departments. Work is already underway to implement many of the key strategies identified, including:

- **Revamping Meeting Schedules.** With staff craving additional opportunities to share information and collaborate, CRCOG has already: shifted to a bi-monthly, full-staff meeting schedule, recommitted to monthly management level meetings, and launched a monthly lunch and learn program. These complement regularly-held department staff meetings and a recent move towards using cross-department meetings to share project updates and coordinate related activities.
- **Leveraging Communication Technologies.** In addition, CRCOG's upgrade to Office 365 provides a robust set of tools to allow agency staff to communicate and collaborate—specifically to share and edit files, set up teams and live chat. Group training sessions have already been held and IT staff will provide additional support to ensure these features are maximized agency-wide.

Looking ahead, plans are already being made to address the following:

- **Creating Templates.** Arming staff with a set of 'go-to' templates was high on GEM's action plan list (for general print and presentation materials, social media postings, case studies, emails, and more). This will promote internal operating efficiencies (instead of having individual project managers reinvent the wheel) and provide uniformity in CRCOG's communications efforts moving forward. A request has been made to include related costs in the FY 2018-2019 budget amendment.
- **Building In-House Capacity.** If funded via a budget amendment, a dedicated part-time communications professional could also be instrumental in optimizing internal communications. In addition, a communications committee will be formed to brainstorm ideas, share best practices and ensure coordination across departments.