



COMMUNICATION PLAN

2024 - 2025

INTRODUCTION

Communication plays a fundamental role in all facets of business. It is therefore especially important that internal communication within the organization and the communication skills of employees are effective. The following five reasons will outline the importance of effective communication in the organization.

1. Builds and maintains relationships

Employees develop and maintain relationships through positive encounters with others. Communication is key to this process; without effective skills, it is difficult to properly construct and foster productive relationships.

2. Facilitates innovation

When employees feel comfortable to openly communicate innovative ideas, cooperation and innovation will be at an all-time high.

3. Builds an effective team

If employees encourage open communication within a workplace, a more cohesive and effective team will emerge. Effective communication within a team also tends to boost employee morale. When employees feel that they are well informed of the organization's direction and vision, they feel more secure within their role. Regular internal communication can also lead to an improved work ethic.

4. Supports employee supervision and growth

When managers are effective communicators, they can communicate what is expected. Excellent communication skills also assist managers to provide constructive feedback to their staff, build better relationships, and understand personal goals that employees are working on.

5. Ensures transparency

When regularly communicating both internally and externally, organizations remain more transparent. This is important for building trust externally in the services by the service recipients and internally by the employees.

WHAT IS A COMMUNICATION PLAN?

A communication plan is a written document that describes:

- what you want to accomplish with your communications (your objectives/outcomes)
- ways in which those objectives can be accomplished (procedures/processes)
- who your audience is at all levels.
- how you will accomplish your objectives (the tools and processes)

- how you will measure the results of your program (evaluation) Employee Workplace Pulse Survey.

Communications include written, verbal, and electronic interaction. A communication plan encompasses objectives, goals, and tools for communication.

- internal communication via O365
- external communications via social media, web site, publicity.
- meeting and conference materials/presentations
- media relations and public relations materials
- legal and legislative documents
- incoming communications, including reception procedures and voice mail.
- committee and board communication, briefings, minutes
- corporate identity materials, including letterhead, logo, and envelopes.
- surveys
- annual reports
- signage

At Traverse, our communication has been enhanced by the full utilization of O365. There are so many ways to communicate directly with front line employees through one-to-one chats, quick comments about their performance, bulletins in Sharepoint, quick updates in each team site, links, and access to documents, etc.

This plan will continue to focus on improving our depth and breadth of communication, so we reach all front-line employees on both a personal and organizational level.

TRAVERSE INDEPENDENCE COMMUNICATIONS PLAN

STRATEGIC PRIORITY	GOAL	OBJECTIVE	OUTCOME(S)	TIMELINE	MEASURE/INDICATOR		
ENGAGEMENT	Disseminate information and communication about the governance activities of the organization	Post strategic plan, AGM or community report, plans, and scorecards on web site.	Both internal and external stakeholders will be informed about the activities of organization	Ongoing	Current strategic plan is posted 100% of the time on the web site.		
					AGM report is posted on web site within a month after meeting and link is shared with employees.		
					100% of approved annual plans, scorecards and frameworks are posted on web site and in Surge for employees.		
	Communicate information that highlights the operations of the organization including how services are delivered to clients.	Use social media to highlight day to day happenings.	Key stakeholders are familiar with programs and services.	Ongoing	Active postings on FB and other social media platforms.		
					Attending ABI conferences, local OHT sub committees, steering committees.	Key stakeholders are confident about speaking on how ABI fits into the health care system.	Regular updates on regional activities are provided to the provincial networks. Updates on regional Ontario Health and Ontario Health Teams are provided to the board
					Provide overview of organization when doing ABI training	ABI is included in the planning at the local level.	ABI is included in the local plans for health system improvement.

TRAVERSE INDEPENDENCE COMMUNICATIONS PLAN

STRATEGIC PRIORITY	GOAL	OBJECTIVE	OUTCOME(S)	TIMELINE	MEASURE/INDICATOR
	Provide ongoing updates about programs and services.				Trainer offers Traverse updates at 100% of the training sessions.