



COMMUNICATION PLAN

2026 - 2027

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. This will in turn also reduce employee turnover.

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) e.g. Employee Workplace Pulse Survey.


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

- internal communication via M365
- 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 M365. 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	FOCUS AREA (PLAN)	GOAL	KEY MEASURE(S) (OBJECTIVE)	TARGET (INDICATOR)	CURRENT STATUS	TREND / NOTES
 Engagement	Communication Plan	Disseminate information and communication about the governance activities of the organization.	Post strategic plan, AGM or community report and quality-based plans on Website.	<p>Current strategic plan is posted 100% of the time on the web site.</p> <p>AGM report is posted on web site within a month after meeting and link is shared with employees.</p> <p>100% of approved quality-based plans/scorecards and frameworks are posted on web site and in Surge for employees.</p> <ul style="list-style-type: none"> • IPAC • Client Safety • Quality Management • Disaster • Diversity and Inclusion • All frameworks 	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4

TRAVERSE INDEPENDENCE COMMUNICATIONS PLAN

				Ethics, risk, people centred care.		
	Communication Plan	Communicate information that highlights the operations of the organization including how services are delivered to clients.	Use social media to highlight key activities Attend ABI conferences, regional and local OHT sub committees and promote Traverse.	Active postings on FB and other social media platforms. Regular updates on Traverse are provided to all levels of OH Traverse services are well known is demonstrated by referral numbers and requests for training/information.	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4
	Communication Plan	Provide ongoing updates about programs and services.		Trainer offers Traverse updates at 100% of the training sessions. ABI in included in the local plans for health system improvement.	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4