



Communication Policy

PURPOSE

The Coalition must assure open and timely communication for the organization by providing appropriate information to the people who need it, when they need it. By embracing the mission of the Coalition, each individual must do his or her part to ensure its success.

COMMUNICATION OBJECTIVES

- Ensure timely communication to relevant departments, groups or individuals internally and externally
- Ensure effective communication between individuals, departments, and/or groups
- Ensure timely notices for requirements/meetings and community events
- Ensure optimum results for all communications and project expectations
- Measure the results of the communication strategy execution and revise accordingly

COMMUNICATION TYPES

Executive

- Communication from executives to managers and employees
- Feedback and direction to the managers from executive

Managers

- Communication to managers for distribution to their employees
- Communication from managers to executives
- Feedback communication from managers and employees to executive

Employees

- Communication/feedback from employees to managers and executives

Stakeholder

- Communication/feedback from providers, clients, funders, partner agencies to Coalition

COMMUNICATION VEHICLES

Communication cannot be limited to any one method or vehicle. It comes in many forms and must follow guidelines and an appropriate level of formality to ensure knowledge and information transfer.

The organization of information is just as important as the method by which it is delivered, thus all will be addressed at some level.

The following is a list of vehicles that will be found within the communication plan. This list is not extensive.

- Email
- Text Message
- Informal word of mouth
- Team meetings
- Conference calls via Microsoft Team, Zoom or Skype



Communication Policy

- Executive communication
- Paper
- Web
- MS Explorer or directory structures
- Facebook
- Twitter
- Constant Contact email campaigns
- Nextgen Family Magazine
- Text 180 messaging service