

**UW-Stout
University Priority: Campus Climate/Culture**

1. University Priority
<p>One to two sentences summarizing the answer to the question: <i>“What solution are you proposing?”</i> Improve the effectiveness of internal communication.</p> <p>Linkage to Strategic Plans <i>University of Wisconsin-Stout Strategic Plan</i></p> <ul style="list-style-type: none"> • Foster a collegial, trusting and tolerant campus climate

2. Statement of the Issue:
<p><i>“What issue are you trying to solve?”</i> Possible university priorities to advance the FOCUS 2010 goals were solicited through the division heads and senate chairs. A complete listing of priority ideas can be found at: http://www.uwstout.edu/bpa/planning/spgretreat/2006/priorcomp.pdf.</p> <p>These ideas were reviewed by the Strategic Planning Group and <u>Campus Climate/Culture</u> was identified as one of the top three priorities. Based on the feedback from the SPG, the Chancellor has identified the following question for resolution:</p> <ul style="list-style-type: none"> • One issue identified from a recent job satisfaction and morale project was that faculty/staff feel that nothing is done with the feedback they provide in committee recommendations, forums, surveys, message boards and other listening posts. They also feel that we need to put more effort into communicating the good news and they would like to be recognized for their hard work. How do we respond to these concerns and market what the campus has achieved in an effective way? What should an effective internal marketing effort look like? How do we organize it?

3. Action Plan:	Responsible:	Timeline:
<p>Write 3 – 5 high level steps needed to accomplish the priority statement above.</p> <p><i>“What has to be done for this priority to succeed?”</i></p>	<p><i>“Who are the positions or people that will be responsible for each step?”</i></p>	<p><i>MUST be specific target completion date.</i></p>
<p>1. Conduct an effectiveness audit of internal communications,</p>	<p>University</p>	<p>May 2007</p>

8/14/08

utilizing the morale and job satisfaction task force results, morale survey results, the 1997 morale study, the 1994 internal communications study, and the listening sessions comments.	Communications Director	
2. Develop an internal communication plan to address the: -vehicles used for communication -amount of information being communicated -effectiveness of the information being communicated	University Communications Director	July 2007
3. Implement the recommendations from the Job Satisfaction /Morale Task Force's report accepted by the Chancellor.		

4. Implication for Resources:

“What is needed for this priority to succeed?”
(Human, fiscal, physical, other)

5. Key Measures of Performance:

Process Measures:

Identify no more than two process measures when answering the question:

“What information will be collected to assess successful deployment of the action plan?”

- Effectiveness audit conducted

An Internal Communications Audit Team was established in August 2007. The audit team conducted faculty and staff focus groups and an on-campus internal communications survey in 2007-08. The report of the results was completed May 19, 2008.

<http://www.uwstout.edu/bpa/ir/surveyresults/intcommaud08.pdf>

- Inventory of actions taken to improve communication effectiveness

8/14/08

Implemented recommendations from the Job Satisfaction/Morale Task Force's report - see university priorities progress report

<http://www.uwstout.edu/bpa/planning/spgretreat/2007/yrend07.pdf>

A list of recommended changes to UW-Stout's internal communication plan has been recommended and is in the process of being implemented.

Performance Indicators:

BPA is responsible for benchmarking overall performance to answer the question:

“What information will be collected to benchmark and measure the priority's success?”

- Overall level of morale: <http://www.uwstout.edu/bpa/ir/performance/morale.doc>