**A close up of a logo

Description generated with high confidence**

**Citizens’ Services**

**TEMPLATE**

**Background:**

*Basic information on initiative/project/staffing changes, etc.*

**Communications Objectives:**

*The reason you are communicating at a corporate level. What are the advantages to the business unit and/or organization in your sharing information? What outcomes do you want – how can it help support what you are doing and communicating operationally?*

* To increase awareness of **XX** initiative and how it supports CITZs’ strategic priority – **XX.**
* To demonstrate momentum on our supporting strategic priority **XX.**
* To support the culture change necessary for the operational success.
* To logistically prepare employees for change.
* To encourage employees to **XX.**

**Key Messages:**

*The top five messages you want to thread throughout all communications.*

* You are doing XX because …. (what is happening and why they should care).
* Why this is important/the impact it will have.
* What specifically employees need to know/do.
* What this means for CITZ as a whole, for employees, for all of B.C.

**Strategic Approach:**

*The general approach you will take – sequencing, multi-pronged, Executive led/cascade throughout the organization; timed to follow or precede another initiative; the tone.*

**Stakeholders:**

*Those who will be impacted by the change and/or will be involved in communicating/implementing the change. For example:*

* CITZ employees
* Executive
* @Work
* PSA
* GCPE
* Minister’s office

**Tactical Rollout:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **WHEN** | **WHAT** | **TO WHOM** | **CONTENT LEAD** | **COMMS LEAD** | **STATUS** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Budget:**

*What do you have to pay for to implement your change/communicate to staff? For example, will you have to send anything outside for printing, provide food and beverages for events, or purchase give-aways?*

**Measurement:**

* Quantitative
  + Business metrics (e.g., participation numbers – i.e., number of people attending event, using new processes or tools properly)
  + CITZ Hub analytics
  + CITZ Hub-Bub participation/comments
  + CITZ News responses
  + @Work analytics (on CITZ CS-related items)
  + Number of @Work comments
* Qualitative
  + CITZ Hub employee feedback
  + CITZ News responses/feedback
  + Stakeholder feedback (e.g., comments, emails, surveys and focus groups)
    - What kinds of questions, comments?
  + Program area feedback (e.g., weekly check-ins and project debriefs)
  + Positive/negative @Work comments