

Current Situation Analysis

Through the participation received through the communications survey as well as information received by observing employee interactions within *ParentLink*, the following situation analysis has been prepared.

ParentLink has a large number of strengths and opportunities for growth that show the level of initiative employees and management have taken in communicating between departments thus far. There are also weaknesses and threats that the company faces, which precipitates the need of a long-term plan working off of the current communications methods, coordinating information sent out into a consistent and trustworthy message.

Strengths

Employees are already comfortable with the aspect of company emails as this is a primary source of communication externally. Marketing, Client Service, and Support have begun sending out companywide emails on a more frequent basis, totaling around a dozen emails during October. Compared to September's fractional sum, this is a positive step towards improved communications.

Company meetings are a valuable source of information. In this, new hires are introduced to the company, the company profit and loss statements are discussed, HR announcements are made, and future plans are discussed. In addition, employees are given the opportunity to inform the company of any recent developments occurring with potential or current clients.

Managers meet on a weekly basis to remain informed of developments taking place within accompanying departments. This meeting provides opportunities for managers to ask questions and inform one another of conflicts or progress being made within their own departments.

Weaknesses

While company emails are a primary source of information to employees, it is not used enough for information that affects all departments: specifically, what is going on in other departments, what products and features are in the works, and other similar subjects.

Client problems are not communicated at an effective level. When issues with clients or the system occur, only those dealing with the problem are informed, not those who would like to be made aware of that knowledge, whether it be Client Services, Sales, or Marketing. Many departments are kept outside the traffic of communications because of their proximity or position with client interactions.

Communications coming from Development are inconsistent, ever changing, and last minute. Help Desk was the last group of employees to know about possible grade book solutions for the issues taking place with Clark County. Release notes are a major source of information for all departments and yet they are received days before the update and are vague notes.

Despite the value of the company meetings, important information is sometimes needed sooner than once a month.

Manager meetings as well as department meetings are oftentimes lacking in content and written documentation (i.e., taking the minutes). What information is conveyed through these meetings is left for employees to take notes on or simply remember what was said and invariably leads to misconstruing meanings and leaving out valuable information for those who were not present.

Opportunities

Create awareness for the need of quality company communications. This communications report establishes that employees see the need for improved communications. Now a plan needs to be formulated to encourage and cultivate that improvement.

Establish a long-term communications strategy that will encourage and cultivate improved internal and external communications, a benefit for both *ParentLink* and its clients.

Increased, organized communications utilizing potential medium: emails, newsletters, and forums.

Relay even more information in company and department meetings through the use of taking minutes, planning and structuring meeting content, and having employees lead discussions.

Threats

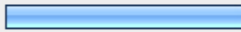

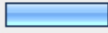
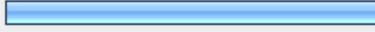
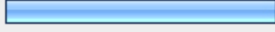
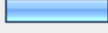
The lack of communications between key departments hinders the progression of sales, marketing, and development.



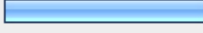
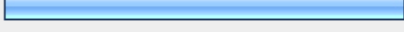
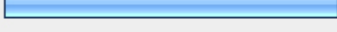

Failing to establish effective internal communications increases the chance to relay incorrect information to fellow employees and clients.

The number one threat to our current situation analysis is the potential to create clients that are not delighted.

Survey Analysis


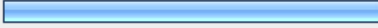

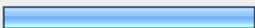
This section analyzes the results of the 10 survey questions on a question-by-question basis. The information gleaned from these questions is not definitive; additional feedback will greatly aid in the development and implementation of a communications strategy.

1. What department do you work in?			
		Response Percent	Response Count
Sales		20.0%	7
Marketing		8.6%	3
Development		8.6%	3
Support		31.4%	11
Client Services		22.9%	8
Testing		8.6%	3
Controller		0.0%	0
answered question			35




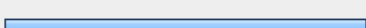
2. What department do you communicate with the most?			
		Response Percent	Response Count
Sales		11.4%	4
Marketing		5.7%	2
Development		17.1%	6
Support		34.3%	12
Client Services		28.6%	10
Testing		2.9%	1
answered question			35

The purpose of this question is not to find out who knows all the answers, but to determine which departments receive the least information from other departments. The results of this question imply that Testing, Marketing, and Sales receive the least communication from other departments. Support and Client Services receive a great deal of communications. This is partly due to the departments' proximity to *ParentLink's* client base and their involvement with PLDB.

It is apparent that the Support and Client Services Department maintain a high level of activity and involvement in company communications; however, those departments with low traffic are at a disadvantage. While they may not be directly involved with solving attendance issues or liaising with a district, they are still part of the company and need to remain apprised of the company as a whole. Some of the departments that receive the least communication are the ones who sell, market, and test our customers' *ParentLink* features.

3. How satisfied are you with communications at Parlant Technology?			
		Response Percent	Response Count
Very satisfied		2.9%	1
Satisfied		34.3%	12
Neutral		40.0%	14
Dissatisfied		22.9%	8
Very dissatisfied		0.0%	0
answered question			35

There is a high number of individuals who are satisfied with the communications that take place at *ParentLink*; however, the majority of participants are either neutral in their opinion (meaning not positive) or otherwise dissatisfied. These participants are either receiving little-to-no communication, or information that is not considered useful.

4. Which best describes your impression of communications within Parlant Technology?			
		Response Percent	Response Count
Keeps us fully informed		2.9%	1
Keeps us fairly well informed		17.1%	6
Keeps us adequately informed		45.7%	16
Gives us only a limited amount of information		34.3%	12
Doesn't tell us much at all about what's going on		0.0%	0
answered question			35

While over half of our sample size maintains an adequate or higher level of staying informed, there are still a large number of participants who feel they only receive a limited amount of information—this serves as a handicap for the company. Information is being shared, but not to an effective degree. *ParentLink* cannot be a company of only adequate communications.

Regardless of a department's inability to assist or give advice on information provided, every department should know what is taking place within the company in order to communicate with potential and current clients. Information needs to be shared genuinely, allowing those receiving the information to provide feedback and act on what is given.