

Quest for the Best: Communications Recommendations

Our work group conducted a short survey to identify areas of opportunity for CPFM communications. We received 79 responses. Most respondents identified that they prefer communication, both internally and CPFM wide, to be shared through newsletters/emails and face-to-face discussions. The biggest area identified for improvement was interdepartmental communication between CPFM units. This data was considered while creating our recommendations outlined below.

Short Term Recommendations:

1. Appoint a communications liaison in each department, responsible for gathering and sharing information for their respective units.
 - Implement a rotation for contributions in the 10-second message; ask each department to provide a short update on a regular basis.
 - Include notice of retirements and spotlight CPFM employees in the Newsletter
2. Create a "culture of listening" among supervisors and managers.
 - Encourage supervisors to ask for feedback on changes before implementation and be receptive to employee's point of view.
 - Prioritize time for communication between supervisors and employees.
 - Ensure supervisors understand why things are being implemented and can explain it to staff.
 - Respond to emails in a timely fashion, even if it just an acknowledgement of receipt.
3. Add a "print & post" step to all communications, like the Newsletter, for staff who do not have access to email or computers.
4. Encourage activities that provide opportunity for interdepartmental communication.
 - For example: scavenger hunts around campus; coworker "Bingo"; breakfast with Mike

Medium Term Recommendations:

1. Add monitors in lobbies and break spaces, including the basement of Lillis, to show newsletters and other communications, for staff who do not have access to email or computers.
2. Communicate UO trainings, events, and opportunities to CPFM staff.
 - Require supervisors to identify and encourage professional development opportunities for all staff.
 - Add trainings, events, and opportunities to Newsletter.
3. Create CPFM events calendar in Outlook that all staff have access to.
 - Each department can add their events that are open to participation from others (open houses, campus tours, trainings, etc.).

Long-Term Recommendations

1. Invest in Spanish translations of the Newsletter and other relevant communications.
2. Create CPFM directory with details on area of expertise and contact information.
3. Add drop-in computer stations for trades and custodial.
 - Allow adequate time during the work week to check email, participate in VPFA diversity forums, etc.
 - Designate "Zoom Rooms" to be used for staff who don't have a space to participate in virtual trainings, meetings, etc.
4. Improve outside CPFM communications with positive campus outreach.
 - Add a "How can we help you?" section on CPFM's main landing page, with items like, "submit a work ticket" or "I need more space for my team", that direct appropriately.
 - Utilize the Resource and Funding Guide when working with external groups to improve outside knowledge and understanding of CPFM.