



# **Community Action Partnership of Mid-Nebraska (Mid)**

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# *Agency Communication Plan*

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### **Communication Plan**

Proactive communication is important on all projects. An effective Communication Plan allows you to think through how to communicate most efficiently and effectively to the various constituents you serve. Effective communication means that you are providing information in the right format, at the right time and with the right impact. Efficient communication means that we are providing the information that is needed and nothing more.

The Mid Communication Plan takes into account several factors:

- **Our Stakeholders:** These are people that are essential to our agency mission and purpose.
- **Type of Communication/Information:** What information do our Stakeholders need to know and when do they need to know it?
  - **Type of Communication can be broken down into three categories:**
    - 1.) **Mandatory:** Type of communications required by your company.
    - 2.) **Informational:** This is information people want to know, or that they may need to know for their jobs. This information is made available for people to read, but requires them to take the initiative.
    - 3.) **Marketing:** Designed to build buy-in and enthusiasm for the agency and its program services.
- **Delivery Frequency:** How often do we need to communicate the information?
- **Delivery Method:** What is the most effective method to deliver the information?
- **Measuring Effectiveness:** How do we measure how satisfied our Stakeholders are with the information and how they are utilizing it?
- **Responsible Party:** Who is responsible for distributing and following up the information?

The following table breaks out Mid's Communication Plan strategy:

## Mid Communication Plan:

Stakeholders	Type of Communication/ Information	Delivery Frequency	Delivery Method	Measuring Effectiveness	Responsible Party
<b>Local, State, and Federal Funders</b>	Status Reports Budget Reports Quarterly Reports	Monthly, Quarterly, and Annually	Program Meetings Mail/E-mail Phone/Fax Annual Report/Brochures Strategic Plan ROMA Outcomes Board of Director Minutes Agency Newsletters	Funding Source Surveys every 3 years New grant funding Continuation funding	Administration Program Directors Fiscal Office
<b>Agency Staff/Board Members</b>	Agency Updates Program Updates Staff Information Payroll/Insurance/HR Information Public Relations/Branding Information Success Stories Prominently displaying framed Brand Promise, Mission, and 7 Principles at all office location in visible locations	On-going	Program Meeting Minutes/Brochures In Touch Articles Agency Newsletter Mail/E-mail/Website Facebook/Blog Media Packet/Checklist HTML software Annual Report/ROMA Strategic Plan Agency Scrapbook Crisis Manual/Emergency Response Plan ROMA Outcomes	Staff Surveys every 3 years Staff meetings	Administration Fiscal Office Human Resources Program Directors Agency Staff
<b>Agency Customers</b>	Program Service Information	On-going	Community Forums/Meetings	Program Surveys every 3 years	Administration

	<p>Agency Overview</p> <p>Success Stories</p> <p>Prominently displaying framed Brand Promise, Mission, and 7 Principles at all office location in visible locations</p>		<p>Program Specific Mailings/Brochures</p> <p>Agency Website/Flyers</p> <p>Facebook/Blog</p> <p>Newsletter/News Releases</p> <p>ROMA Outcomes</p> <p>Annual Report</p> <p>Strategic Plan</p>	<p>Customer Satisfaction Cards – turned in monthly</p> <p>ROMA</p> <p>Needs Assessments – updated annually</p>	<p>Program Directors</p> <p>Agency Staff</p>
<p><b>Community Members</b></p> <p><b>Local Contacts</b></p> <p><b>(County Board of Supervisors, Health and Human Services, United Ways Policy Advisory Councils etc.)</b></p>	<p>Agency Information</p> <p>Program Updates</p> <p>Mid County Services</p> <p>ROMA- Outcome Based Results</p> <p>Success Stories</p> <p>Prominently displaying framed Brand Promise, Mission, and 7 Principles at all office location in visible locations</p>	<p>Monthly, Quarterly, and Annually</p>	<p>Community Forums/Meetings</p> <p>Monthly Newsletter</p> <p>Quarterly Newsletter</p> <p>Annual Report/Brochures</p> <p>Strategic Plan</p> <p>Flyers/Posters</p> <p>Agency Website/E-mail</p> <p>Facebook/Blog</p> <p>News Releases</p> <p>Radio and Television Advertisements</p> <p>Billboards</p> <p>ROMA Outcomes</p>	<p>Community Surveys every 3 years</p>	<p>Administration</p> <p>Program Directors</p> <p>Agency Staff</p>
<p><b>Congressional/Senate Contacts</b></p> <p><b>Unicameral</b></p>	<p>Agency Information</p> <p>Program Update</p> <p>ROMA – Outcome Based Results</p> <p>Mid County Services</p>	<p>Monthly, Quarterly, and Annually</p>	<p>Community Forums/Meetings</p> <p>Monthly/Quarterly Newsletter</p> <p>Annual Report/Brochures</p>	<p>Capitol Hill Visits</p> <p>Meetings with Senators/Congressman and/or Congressional or Senate Aides</p>	<p>Administration</p> <p>Program Directors</p> <p>Agency Staff</p>

	Success Stories		Agency website/E-mail News Releases ROMA Outcomes		
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