

Internal Communications Project Plan City of Tyler, Texas

Action	Status	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	1-Aug	1-Sep	1-Oct	1-Nov	1-Dec
Objective 1: Provide effective, consistent and ongoing two-way communication opportunities for employees.												
Increase dissemination of Blueprint Newsletter to every other month and then to monthly.	Complete/ Ongoing											
<i>Enhance content of newsletter to promote services available through the City, to communicate key City initiatives and provide information about the Blueprint.</i>	Complete/ Ongoing											
Send periodic electronic communication from the City manager about significant program changes, services and initiatives.	Ongoing											
Schedule personal visits from the CM to each Department	Complete											
Disseminate City of Tyler collateral materials (annual report) to all employees so that they are aware of marketing strategies and strengths.	Complete											
Audit My Tyler Newsletter list to ensure all employees are registered.	Complete											
Disseminate all press releases to City staff via email at the time they are sent to the media to ensure our staff is aware of newsworthy events, programs and activities before they read about it in the paper.	Complete/ Ongoing											
Host events with employees that promote a team spirit but also reinforce the Blueprint:	Complete/ Ongoing											

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<i>"Catch the Blueprint Spirit" events held each quarter. These are sponsored by a Department. Snacks are provided and the hosting Department decorates or has some sort of activity that promotes the Blueprint. Blueprint T-Shirts are given away. (Budget question)</i>	Complete/ Ongoing												
Develop and launch a City Intranet site that is the portal of information for City employees.	Complete												
<i>Audit to ensure quality information is available.</i>	Complete/ Ongoing												
<i>Market via email, newsletter and by placing key documents on it (driving traffic).</i>	Complete/ Ongoing												
<i>Create electronic "suggestion box" on the intranet.</i>	Complete												
<i>Provide a message board on the intranet for classified ads from employees (screened by Communications Department).</i>	Abandoned												
<i>Develop an "Ask the City Manager" page for the intranet. Post profiles of Blueprint Blue Ribbon award winners on the intranet.</i>	Complete												
<i>Develop page that lists all employee thank-you notices on the intranet (versus the newsletter).</i>	Complete												
Create a message phone line for suggestions to the City Manager.	Pending												
Utilize paycheck stuffers to augment communication for key messages.	Ongoing												
Develop policies that define expectations for Department meetings and communication "flow-downs" from Department Leaders and Key Leaders.	FY 2009/2010												
Consult with City U and Benefits to ensure communication of these important benefits is maximized.	In progress												

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Develop tools to strengthen employee knowledge of the Called to SERVE difference.	FY 2009/2010											
<i>Called to SERVE difference cards</i>												
<i>Called to SERVE difference bookmarks</i>												
<i>Called to SERVE difference in presentation</i>												