

# Minnesota State

Community and Technical College

**Title:** Redefining and Enhancing Communication

**Planned Project Kickoff Date:** 2/1/2013

**Target Completion Date:** 10/1/2013

**Describe this Action Project's goal in 100 words or fewer:**

M State collected data about communication and decision making at M State; the data was provided by all faculty during a duty day and through 150+ responses to an electronic survey. This action project will group will use the data to develop insights and to create an inclusive communication plan for our complex organization.

With AQIP as the foundation for our work, M State wants to become a high performing organization. With the AQIP principles in mind, the action project team will examine the data on communication between internal groups and to identify and review the internal communication processes.

**Describe briefly your institution's reasons for taking on this Action Project now -- why the project and its goals are high among your current priorities:**

The College has experienced a tremendous amount of change in Leading and Communicating. The appointment of an Interim President as the College's Permanent President has advanced a number of opportunities for the organization's future. Following an organizational restructuring in 2011, the College developed a comprehensive communication plan including a monthly newsletter, a monthly campus forum (on each campus site once per month), the Community College Faculty Survey of Student Engagement (CCFSSE) survey tool for faculty, and a College wide survey to gage the effectiveness of those measures. Given the 2011-2012 administrative restructuring and the various levels of change acceptance on each campus location, the College is decided to further advance the focus on communication. Using time, responsiveness, and a process oriented approach, we are convinced we can improve our communication satisfaction and outcomes.

**List the organizational areas -- institutional departments, programs, divisions, or units -- most affected by or involved in this Action Project:**

The internal College audience has an interest in our communication structure and is affected by our communication structure.

**Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:**

The goal(s) of the task force are to: 1- Create an internal communication process. 2- Formalize and refine processes to foster an environment of trust, respect, and understanding of issues. 3- Create a process to cascade information throughout the organization. 4- Identify and develop tools to enable an inclusive communication process. 5- Empower employees to improve the campus culture. 6- Other - defined by the task force.

**Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):**

Based on a tremendous amount of change in a short period of time, the President believes the ability to respond efficiently and effectively to define our communication structure will help M State reach its goals and measures.

**Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:**

In October 2013, M State employees will complete a shorter version of the communication survey to assess progress in those areas most important to internal stakeholders. Three College Administrators have been delegated as the task force liaisons to the President's Cabinet. It will be their responsibility to monitor and assess the efforts on this action project.

**Describe the overall "outcome" measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:**

The College will have defined communication processes and improved results on the Communication and Pace surveys related to communication distribution.

**How does this project align with the questions the institution will respond to in the systems portfolio?**

The entire Leading and Communicating category is aligned with this action project.

**How does this project assist the institution with its quality journey?**

As a multi-campus institution, communication is always a challenge. Defining the process of communicating will allow employees to recognize those areas in which they have an opportunity to provide input. Defined processes build trust and will encourage employees to spend more time working on strategic initiatives and less time reacting to missed opportunities for clear communication.

**How will the project process and outcomes be institutionalized so these changes have a lasting impact?**

M State is creating a quality website that will include all processes; the processes will be introduced to new employees and will be scheduled for annual review with interested stakeholders.