

Investing in Partnerships Policy: Communications Plan

2017
Implementation
plan

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Change
management
principles



Communication
approach and
principles



Research	Analysis	Communication	Evaluation
Inputs Survey data “What we heard” report: Stakeholder engagement (survey, open house, etc.) Literature Review and Municipal Scan	Recommendations based on gap analysis •Partnership Inventory, including investment by sector •Accountability procedures •Full-cycle partnership •Relationship management •Office of Partnerships	Approach •Align with implementation plan & change management •Guide stakeholders through process •Consider messaging, orientation, and training for staff and partners Communication tactics: Internal Briefing notes, in person meetings and presentations; centralized training support and materials; City channels as appropriate External In person meetings, presentations and written correspondence; training support and materials.	Outputs •Partnership Inventory, including investment by sector •Processes and templates •Centralized system and training Outcomes • Partners understand support The City provides and any specific changes impacting them as a result of the new policy. • City staff (relationship contact and leadership) understand what is expected of them as a result of the policy Evaluation methods Usage rates; support calls; Feedback from impacted City staff and external partners.
Stakeholders: <i>Internal:</i> Council Administration leadership and identified subject matter experts working directly or indirectly with partners, front-line staff working with partners <i>External:</i> Current and new partners	What does success look like? • Improved customer service: Administration understands how to provide consistent and clear support for partners, which helps manage expectations • Reduced risk • Efficiencies in supporting partner relationships • Improved reputation		