Facilities Management Communications Strategy

A proactive and comprehensive communications strategy is critical to the success of an organization. Successful communications strategy should include and support the organization's mission, vision and core values whenever possible, focus on established goals, identify stakeholders (external and internal), and provide for integration of the organization's philosophy.

FM Mission/Vision, Core Values, and Organizational Philosophy

Mission: Provide responsible and quality stewardship for the long term preservation and growth of the university's physical assets through the unified delivery of planned work, while remaining cost effective and competitive.

Vision: Ensure a quality environment for students, faculty, staff and visitors in support of the University's mission of teaching, research and community service.

Core Values: **P**rofessionalism, **R**espect, **I**ntegrity, **T**eaming, **A**ccountability and **S**ervice **(PRITAS)**

Organizational Philosophy:
1) We Think, Therefore We Are!
2) Becoming Benchmarks for Service, Stewardship, and Sustainability
3) People and Service are the Priority
4) Research, Residential & Pedestrian Focused

Communication Goals

1) To establish multiple and diverse means of communication and whenever possible preplan and proactively communicate information related to the facilities management programs and university services
2) Continuously communicate department mission and core values to staff, faculty and students
3) Ensure the integrity of the information and data being communicated
4) Identify stakeholders, both internal and external, and craft the message to help keep them informed and engaged

FM Communications Strategy Team

a) Executive Director (Direction and Leadership)
b) Interim Executive Director
c) Communications Manager
d) Senior Leadership Team Members
e) Extended Leadership Team

Implementation & Approach

a) Overall communications program management, scheduled communications and marketing (Internal and External), engage community through notifications and updates, web design and content oversight, publications, language translation facilitation, document review and word-smithing, graphic design and illustration – FM Communications Manager
b) Outage and secondary support communication –Facilities Service Center Manager

c) Programs and Projects -- Will supplement core plan to prioritize and report on key project milestones and will be considered a supplement to this plan by project. The plan development will be the responsibility of the assigned program / project manager.

Categories of Communication

a) Emergency – (imminent or happening now – usually event driven alerts)
b) Short term -- (sidewalk closure, etc.)
c) Midterm – (Projects, programs or routine reports)
d) Long term & strategic -- (Capital, FCA, Infrastructure)
e) Cultural and Tier One -- (Changes to the core of the organization, support of research, etc.)
f) Staff Resource Development (trainings, spotlights, recognition)
g) Community Engagement (specific programs and projects involving community)

Key Stakeholders and Communications Partners / Audience

a) Building Coordinators
b) Deans, Assistant Deans, Department Chairs
c) College Division Administrators
d) Students, staff and faculty
e) Auxiliary & SLA Partners
f) Division of Administration and Finance
   1) Communications Team
   2) Information Technology
   3) Office of Finance
   4) Department of Public Safety/Fire Marshal/Environmental Health and Life Safety
   5) University Services (Bookstore, Dining Services, Parking and Transportation)
   6) Human Resources
   7) Business Services
g) Community Partners (Neighborhood, City, Metro, others ad hoc)
h) University Executive Leadership & Administration
i) Plant Operations Staff
j) Facilities Service Center
k) CoogNews
l) RightNow
m) UH Digest
n) Plant Operations Physical Response Emergency Planning Team
o) Staff Council
p) Faculty Senate
q) Campus Communicators Team
r) University Marketing and University Relations
s) Daily Cougar
t) Student Government

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Routine Communications sent through Listserv distributions related to:

a) Project and Facility impacts
b) Outages & Service Interruptions (planned and unplanned
c) News Releases
d) Feature stories regarding key partnerships, accomplishments, professional development, etc.
e) Employee Spotlights
f) Key policy information
g) Service Items/Issues
h) Holiday Breaks Projects List
i) Key Projects and related milestones (Planned)
j) Organizational Updates
k) Centralization
l) FAMIS
m) Facilities Condition Assessment and Infrastructure Projects
n) Projects (ongoing & seasonal)
o) Operational planning relating to emergency preplanning and emergency recovery (physical only)
p) Sustainability Program and Initiatives (FM)
q) Staff Advisory and Recognition Program (Internal only)
r) Policies & Procedures roll out (internal only)
s) Ad hoc communications related to projects, services or facility impacts
t) Plant Operations Newsletter
u) Marketing and special projects (BC, FSC, key fobs, postcards, programs)

Communication Means & Methods – Current & Ongoing

a) Website – Plant Operations
b) News Releases (Operational and Project)
c) Publications -- Annually updated service guides (project delivery and general services)
d) Presentations -- Deans, Staff, Faculty and Other Meeting Presentations (minimum of 1x per year per group)
e) Newsletters -- Plant Operations Newsletters
f) Outage Communications
g) Meetings – 1) Building Coordinator Quarterly Meetings; 2) staff meetings; 3) Town Hall Meetings
h) Professional development training opportunities
i) Opportunities for interaction and partnership with other university departments
j) Classroom opportunities
k) Events – Adopt a Spot, Clean Up Day
l) Special projects – Red Ride, Water Filling Stations, Raspberry Pi, etc.
m) Committee involvement -- Ad Hoc Committee meetings, including A&F Communicators, CRDM, Classroom, Executive Construction, Logistics, Safety and Emergency Planning, Infrastructure, PREP, CFPC
n) Auxiliary Partner Meetings (Operations planning) – occur weekly by service area for centralized services
o) Quarterly Partnership Meeting
p) Pre-Hurricane Operations Planning Meeting
q) Emergency Response Binder and resource planning updates (all key stakeholders A&F)
r) Ad Hoc City Meetings and Communications
s) One/One meetings with staff and direct reports by area of service

t) Staff Advisory Committee Development (FM)
u) Customer updates
v) Facility Service Center Extended Staff and Extended Hours
w) Internal project and committee meetings and meeting minutes
x) Marketing efforts (BC, FSC, key fobs, postcards, leave behind notices)

Key Websites (note: these will be linked electronically)

Plant Operations (http://www.uh.edu/plantops/about-us/index.php)
Plant Ops Communications Page (http://www.uh.edu/plantops/about-us/communications/index.php)
Plant Ops Services (http://www.uh.edu/plantops/services/index.php)
Plant Ops Organization Charts (http://www.uh.edu/plantops/about-us/org-charts/index.php)
Strategy Page (http://www.uh.edu/plantops/about-us/our-strategy/index.php)
Project Delivery (http://www.uh.edu/plantops/projdel/index.php)
Committees (http://www.uh.edu/plantops/about-us/committees/building-coordinator-program/index.php)