



COUNTY OF MENDOCINO
EXECUTIVE LEADERSHIP TEAM

Communication Improvement Team Project Charter

Date Created: 10/5/2023

Approved: 4/4/2024

*Our
Leadership Philosophy*

In order to achieve effective leadership at all levels, and excellence in public service, we believe...

(1) Trust and integrity are essential.

(2) In departments working together as one organization.

(3) In employees being involved in key program and policy decisions that impact the organization.

(4) That investing in and supporting employee development results in the retention and promotion of quality employees.

(September 9, 2013)

Team Name: Mendocino County Communication Improvement Team

Description and Purpose:

Improve both internal and external communication through evaluation of current processes at all levels and make recommendations for innovative and realistic mechanisms to improve information sharing throughout Mendocino County.

Project Background and Summary:

The Communication Team was created as one of seven project teams established by the Mendocino County Executive Leadership Team (also known as MCELT). Established in January 2017, MCELT's function is to develop, implement and maintain policies and programs that align with the County's Leadership Philosophy.

Internal Staff surveys indicate current areas of concern regarding inter- and intra-departmental communications. Staff expressed a strong desire to improve communication between management and staff, and increase interdepartmental communication to foster a stronger sense of unified county identity.

This Team will explore the development of a Communications Hub that is useful, meaningful, and accessible for all levels of staff.

Project Scope:

After thorough assessment of existing communication strengths and weaknesses, the team will:

- Identify challenges and opportunities for improvement of internal communication;
- Prioritize a framework for implementing a County-wide staff Communications Hub that will replace the current MCNET Intranet and former Interest Net, as a unified Hub;
- Work with Information Technology to migrate to new, supported technologies;
- Prepare guidelines and/or recommendations for clear, transparent, and consistent messaging both within departments and throughout the entire organization;
- In consultation with the Executive Office and Information Technology, prepare a maintenance and moderation plan for the responsible department(s);
- Prepare recommendations for succession planning between the Communications Team and the eventual designated Owner(s) of the Communications Hub;
- Document the history of the project for successive Communications Teams.

Provide Examples of Project Goals and Objectives:

- 1) Identify the limitations and opportunities that can be accessed through the hub.
- 2) Collect survey results and feedback through other departments about the limitations and opportunities of the hub. Share what features, functionality, and information employees would like from the hub.
- 3) Build a prototype Hub site using the feedback collected.
- 4) Reach out to departments for implementation of their ideas and collect feedback on the prototype Hub site.
- 5) Roll out and training to employees will be done through email, in person, and/or other forms of training.
- 6) Hub resource documentation will be provided on the Hub.
- 7) Develop a plan for ongoing support and content schedules.

Provide Examples of Project Deliverables:

- 1) Survey(s) prior to and after prototype is rolled out
- 2) Prototype Hub Site
- 3) Promotion through CEO Report
- 4) Training resources
- 5) Maintenance and support plan

Exclusions

- 1) New content
- 2) Ongoing support from Communication Team

Key Assumptions/Constraints

- 1) IT availability for implementation and training.
- 2) Buy-in and usage of new Hub by way of adding content and consuming content.
- 3) Items deemed higher priority by Executive Team (Constraint).
- 4) External changes in web hosting (Constraint).
- 5) Availability of Communication Team Members (Constraint).

Project Timelines:

Project Related Date	Month/Year
Anticipated Start Date	Upon approval of charter
Anticipated Implementation/Installation Date	May 2024 (prototype)
Anticipated Completion Date	December 2024

Anticipated Ongoing Impacts:

- 1) Ongoing updates
- 2) Staff time to be trained and update

Risks:

- 1) Risk of information becoming stale without buy in from departments

Success & Completion Criteria:

- 1) Prototype Hub created that is ready for rollout
- 2) Each County department has weighed in on the effectiveness of the hub
- 3) A final site