

Blackburn College Communication Action Plan

Method of Engagement	Delivery	Lead	Matters covered			Frequency
			Individual	Team	Organisational	
1 'Walking the Job'	Senior managers will 'walk the job' with colleagues to ensure Senior Managers are visible and accessible to meet with staff and students, and to promote a listening culture informally and to 'live' the college values College Leadership Team (CLT) to observe a class/work shadow teaching staff.	CLT	Yes, if relevant to CLT member on the walkabout	Yes	Yes	Termly
2 'Blackburn College in the News' stakeholder newsletter for external audience	Weekly e-newsletter available promoting positive news stories from around the College- All curriculum areas targeted to supply at least one student/staff success story per month. Released as mix of printed copy and electronic. Placed on website. Link added as footer to all external emails.	Marketing	No	Yes	Yes	Weekly
3 College internal TV screens	Display student and staff successes, breaking news, press worthy stories, up-coming events and key messages for staff and students.	Marketing	Yes	Yes	Yes	Weekly
4 Incentivised Staff Ideas Scheme	To enable all employees to influence the way that the College operates, both efficiently and effectively and the ideas selected to come to fruition will include the individual who generated the idea to ensure its put into action i.e via a working group	OD	No	Yes	Yes	Launched May 2018/then ongoing
5 HR/OD bulletin	To emphasise our commitment to staff by highlighting OD offers staff can engage in, health and wellbeing initiatives, equality and diversity information to enhance knowledge, OH/Stress prevention information, legislative updates, vacancies	OD	Yes	Yes	Yes	Weekly

6 Staff Solutions Group	Monthly meeting through which information is communicated to and discussed with a selection of staff. It includes feedback from cross college groups/committees, new policies/procedures and initiatives. The briefings are also used to inform and receive feedback on organisational level information.	HR/OD	No	Yes	Yes	Termly
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7 Executive Team 'In Touch' Live	2 minute video of Executive members communicating key issues, information on key areas i.e STEM research, inspection report feedback from other Colleges/progress on inspections etc. Executive team members to pose a question and have a discussion forum with staff prior to publishing results in the public domain. Include Principal all user bulletin	Executive Team	No	No	Yes	Every half term
8 Focus groups/ Working groups/staff opinion surveys	Holding regular central focus group 'think tanks' on issues that impact staff will instill ownership of a shared vision and mission for all staff to enable us to deliver the best quality teaching and learning Meetings can be grouped as teaching staff representation looking at pedagogy, Enabling and encouraging staff face-to-face feedback, on a confidential basis if appropriate Staff opinion survey on different areas of cross college activity to enable staff to express their views on policy / key issues and influence future decisions (as appropriate)	HR/OD	Yes	Yes	Yes	Bi-Monthly
9 Team meeting/Full Staff centre meetings	Two-way informal discussion of day-to-day operational issues, and area specific developments/changes etc. Strategic and College wide issues also discussed and feedback encouraged. 1-2 pages only, big ticket items put together by Executive team, shared and agreed with CLT. CLT then cascade to their teams face to face.	Heads of studies/service areas	Yes Where this may impact on other team members	Yes	Yes	Monthly / full meeting once a Term

	Full Staff Meetings - bring the whole staff together regularly to create a sense of community and shared values					
10 Executive Carousel	Executive Team members to attend a centre/area full staff meeting once per year to engage in a 'wants and offers' discussion	Executive Team	No	Yes	Yes	Termly
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11 Principal /Executive Team breakfast/ lunch meetings (<i>Exec Talk Time</i>)	<p>Elected/selected members from across the College meet monthly with CEO over a coffee to pass on news, outline major developments and set out direction of the College. Two way informal discussion of cross college issues and area specific developments/ changes and the innovative solutions to be reached collectively</p> <p>Meetings can be grouped as teaching staff representation and BSS and dates added to College calendar. Each centre/service area represented by key staff member (can be on a rotational basis) who will gain views of colleagues prior to attending meeting and feedback via in centre meetings</p>	Executive Team	No	Yes	Yes	Termly
12 Centre/ Service Area structure and provision 'speed dating' event	Organise and promote a 'speed dating' event/away day highlighting Service Area provision and how it can positively impact Curriculum areas. Opportunity for staff to be involved in service improvement and establish team professional standards	OD	No	Yes	Yes	Annual
13 All staff email	Restricted use for major items only	Principal	No	No	Yes	Termly
14 Published email guidelines/ etiquette	Clear rules of engagement and understanding communication etiquette as prescribed by the College	Marketing	No	Yes	Yes	May 2018

15 'How am I doing?' service area surveys via survey monkey	Service areas to gain feedback from their customers on how they can better assist them in providing an excellent service	Service area leads	No	Yes	Yes	May 2018
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16 Staff Fairs-opportunity for staff to collaboratively work across College to reflect and discuss curriculum	Staff 'Knowledge Cafes' created on staff development days to allow key staff in all areas to exchange ideas and discuss curriculum. The topics would be pertinent such as progression, curriculum updates etc	Programme leaders	No	Yes	Yes	Annual
17 CLT Team Brief	Monthly briefing for all staff identifying key messages to be disseminated to teams across College through face- to -face contact	CLT	No	Yes	Yes	Monthly
18 In Touch Newsletter	Weekly e-newsletter sent out as all staff email	Marketing	No	Yes	Yes	Weekly