

2016 Best Practices Proposal Form



CACUBO
Central Association of College
& University Business Officers

Completed proposals are to be submitted to bestpractices@cacubo.org or by contacting Donna Rohlfer, Director, CACUBO Best Practices Awards, rohlfedm@miamioh.edu.
The deadline is April 30, 2016.

Best Practices Program Submission:

Title: Communication Plan makes a Daily Difference

Primary* Contact Information:

The primary contact must be a CACUBO member institution of higher education.

Institution: Delta College

Address1: 1961 Delta Road

Address2:

City: University Center State/Prov: MI Zip Code: 48710

Salutation: Prof. Dr. Mr. Mrs. Ms.

First Name: Barbara Middle Name/Initial: R

Last Name: Webb Suffix (Jr, III, etc.)

Professional Title: Director of Business Services

Email: brwebb@delta.edu

Phone: 989-686-9228 Fax: 989-667-2201

*Additional team contacts may be listed at the bottom of this form.

Institution Information:

Institution: Research Comprehensive/Doctorate Small Institutions Community College

Year Founded: 1961

Geographical Location: Great Lakes Bay Region of Michigan. The main campus is located in Bay County, Michigan, with additional satellite centers in Saginaw, Bay City, and Midland, Michigan.

Number of Students: 9,800 unduplicated headcount

Website: www.delta.edu

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Statement of the Problem:

Provide a brief statement identifying the challenge your institution encountered that benefited from your best practice.

Delta College's Business and Auxiliary Services recognized that the college was going to experience higher levels of turnover due to retirements than in its recent history, and that knowledge gaps of both new and existing staff would occur. As a result, there could be a lack of knowledge of procedures and processes, limited awareness of available services and initiatives in progress, and/or missed deadlines. To address this, a communication plan was developed to share critical and procedural information related to the Business and Auxiliary departments. This would improve the transfer of knowledge to both new and current staff.

Identify the Solution (250-words maximum):

Describe how you identified and developed your best practice solution including those involved with the process, impact on the organization, finances and resources.

Communication is an ongoing challenge and we needed to find more effective ways to share timely and relevant information with staff. In an effort to be proactive with communication, a plan was developed detailing Business and Auxiliary Services' communication methods. One component is a comprehensive guide for communication via *Daily Difference*, the college's daily online newsletter.

Within the plan, each message is detailed to include posting dates, title, content, deadlines, and links to additional information. This ensures consistent and timely communication on items related to Business and Auxiliary Services. Messages are submitted through an online form. This process required up-front work in year one to compile the information, and only reconfirming or updating information in subsequent years.

Excerpt from the Communications Plan for Daily Difference

October 2015

Oct 12 – Oct 15: Unauthorized Toner Cartridge Vendors

Teaser: It is the time of year again when many Delta staff members are receiving phone calls from office supply and toner cartridge vendors promoting hot deals and special bargains.

Content: It's that time of year again when many Delta staff members are receiving phone calls from office supply and toner cartridge vendors promoting "hot deals" and "special bargains." The callers may either ask you what kind of printer or copier that you are using, or may ask for the serial number. They often state that they have spoken to a specific individual or department and infer that they have approved the purchase. These are not approved college vendors and no authorized vendor will ask you what kind of equipment you are using, the model, or the serial number.

Please do not engage in any business transactions with these unapproved phone solicitations. If you receive such a call, please transfer it to the Purchasing Department immediately: Floyd Hoffman at x9036 or Sue Nowicki at x9230.

In addition to *Daily Difference*, two other methods have been successful. Welcome emails are sent to new employees, introducing our staff, providing a departmental/service overview, helpful resources, and an offer to meet with them to review procedures. Handwritten notes are also sent to staff for achievements or recognitions, and include a coupon for a free beverage from the Food Services department. Each have been well received by the college community.

Other than the initial staff time and updating the document annually, no additional finances or resources are needed. This method can be easily duplicated within any institution and tailored to their

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standard method of communication. Overall, it has resulted in a positive impact on the college through improved communication and staff awareness.

Implementation Timeline for *Daily Difference*:

Provide a bulleted list of the steps and implementation timeline of your best practice solution.

For Initial Fiscal Year (with messages starting July 1)

1. April: Initial items to communicate (20 hours)
 - a. Revisit *Daily Difference* archives or internal communication to develop initial list of what needs to be communicated and when it needs to be communicated. Any institution could look at how or what has been communicated in the past, through whatever their communication mechanism is, and use that as their starting point.
 - b. Copy/paste into a draft document to have in a single location, making step 2 easier. Actual formatting and updating did not occur until step 2.
 - c. During the initial year, this took approximately 20 hours over the course of a month. Depending on how an institution/department archives their items, or whether they have a departmental communication file, this may be accomplished in fewer hours over any period of time.
2. May/June: Develop master communication plan.
 - a. Develop format for document (2 hours or less).
 - b. Copy/paste/update previous messages (from draft document in step 1a), or write new messages as needed, into the established format. Include appropriate links and dates. (approximately 20 hours)
 - i. During the initial year, this took approximately 20 hours to compile and format the communication portion of the document, verify links, and develop the calendar for posting.
 - ii. As additional items were identified through the year, they were added to the document.
3. July – June: Submit messages (1 hour per month)
 - a. If changes were made prior to communicating, record them in the communication plan for future updates.

For Subsequent Fiscal Year (with messages starting July 1)

1. May: Review messages and links. Update templates with any changes. (5 hours or less, as any changes made during the course of the year would be recorded on the document as they were made.)
2. July – June: Submit messages (1 hour per month)

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Benefits & Retrospect:

Provide a brief statement of the benefits achieved by implementing the best practice solution.

The benefits to the communication plan include:

- As a service department of the College, Business and Auxiliary Services provide support for all areas of the College, often behind the scenes. This communication plan increases visibility of the Business and Auxiliary Services' staff and helps to promote positive working relationships.
- Improved staff efficiencies through not having to recreate the wheel for each message or figuring out what was done "last time."
- Consistent communication for deadlines, procedural overviews, and general information in a timely manner.
- Increased awareness and knowledge of Business and Auxiliary Services through seeing messages on a regular basis.
- Faculty and staff feeling like they know what the department does and who they can call if they have questions or issues.

Additional Team Contact Information:

Additional Contact #2:

Institution: Delta College

Address1: 1961 Delta Road

Address2:

City: University Center State/Prov: MI Zip Code: 48710

Institution: Research Comprehensive/Doctorate Small Institutions Community College

Salutation: Prof. Dr. Mr. Mrs. Ms.

First Name: Susan Middle Name/Initial: M

Last Name: Nowicki Suffix (Jr, III, etc.)

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