UNIVERSITY OF WISCONSIN-SUPERIOR

University Personnel Systems Communication Plan

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Introduction
The purpose of the University of Wisconsin-Superior’s Communication Plan is to provide a means of communications of the University of Wisconsin System’s University Personnel Systems (UPS) to ensure all stakeholders affected by recommendations are adequately informed so they understand the scope, progress, obstacles, effects, and implementation. This plan addresses the goals, audiences, and possible strategies for use in the communication plan.

The new University Personnel Systems are the University of Wisconsin System’s effort to comply with Wisconsin Statute 36.115, which authorizes and directs the University of Wisconsin System to create two new UPS by July 1, 2013. The UPS are the activities and methods of doing things that enable the attraction, development, and retention of talent focused on the mission of the University. Included in the structure are human resource strategy and planning for staffing, compensation, training, performance management, diversity and legal compliance. The two new personnel systems, one for UW-Madison and one for the balance of the UW System are each efforts to create thoughtful, efficient, and effective personnel structures that best meet the needs of all UW employees, the UW System, and the residents of Wisconsin.

The purpose of the communication plan is to outline the procedures that the University of Wisconsin-Superior will use to consistently and effectively address information sharing, update all audiences, and solve problems related to communication.

Communication Goals
The University of Wisconsin-Superior’s plan proposes a systematic, well-planned series of actions, methods, and techniques and tools for the institution to use in achieving the following communication goals:

- UW-Superior will set expectations for open communication and define effective communication methods.
- UW-Superior will provide quality information on the scope of the project and progress of the UPS project to all interested and affected people.
- UW-Superior will inform and update stakeholders regularly.
- UW-Superior will provide messages that accurately and appropriately explain important updates with the UPS to ensure people understand the scope of the project and the timeline.
- UW-Superior will create a free-flow of information with the University’s stakeholders.
- UW-Superior will provide information to stakeholders on content development that is consistent, current, informational, relevant, open, and available in a timely manner.
- UW-Superior will evaluate communication efforts and adjust strategies when necessary.

Audiences
Stakeholders who are addressed and covered in the UW-Superior Communication Plan include the Chancellor, the Chancellor’s Cabinet, Faculty and Academic Staff governance groups, the Classified Staff Advisory Council, and all employees of the institution. Stakeholders will receive regularly scheduled communication on the status of the UPS project and progress updates on all recommendations and changes.
Communication Tools and Strategies
The following list outlines the resources and tools for disseminating UPS project information.

- **UW System’s UPS website.** A portal accessing the UW System UPS website will be placed on the Human Resources Department's web site. The UPS website provides on-going information as to project development and FAQs and allows individual access to submit questions to UW System UPS via e-mail. The website is managed by University of Wisconsin System Administration (UWSA) and can be found at [http://web.uwsa.edu/personnelsystems](http://web.uwsa.edu/personnelsystems)

- **Distribution of regularly scheduled written UWSA UPS updates.** Updates received from UWSA will be provided to all stakeholders and distributed in a timely manner via our normal communication channels including the Staff Digest and the Human Resources electronic newsletter. While the UPS website will be actively maintained, an archive of regular updates will be accessible through the Human Resources website.

- **Creation of a Classified Staff Advisory Council.** The establishment of a Classified Staff Advisory Council is particularly vital in order to keep important stakeholders apprised of the progress of the UPS development. While the statutory shared governance will provide a source of input for faculty and academic staff, the dissolution of several of the collective bargaining units created a communication void for many of the classified staff. Efforts are underway to establish a source of input through a CSA Council.

- **Updates to the Communication Plan whenever necessary.** As the project continues to move forward and issues arise, communication strategies will evolve as necessary in order to successfully address these new and unforeseen matters in an effective and timely manner.

- **Internal communications.** Regular communications between the University and the UPS Project Team will be occurring to ensure UW employees are receiving information in a timely manner. Those internal communications will also provide a mechanism for collecting employee questions and feedback, which can then be vetted to the project team for action. Employees should feel free to bring questions or comments to either Wendy Kropid (Task Force Representative) or Peggy Fecker (Steering Committee Representative). The UPS project team will provide communication to administrative staff at each institution so they have the ability to answer questions and accurately communicate information.

- **University Communications.** UW-Superior will communicate news about UPS and encourage employees to visit the UPS website by placing regular updates in the Human Resources electronic newsletter; by placing new items as needed in daily staff e-mail digest; and by delivering updates and reminders at campus wide meetings that begin each semester. UPS news and updates, with links to the UPS website, will be provided to the Chancellor on a regular basis to include in the Chancellor’s Message electronic newsletter that is delivered to all employees.