

CITY OF MADISON

Internal Communications Strategy – End of Year Summary

Created 2/14/25

Background:

In 2023, City of Madison Human Resources (HR) – Organizational Development (OD) Coordinator created an Internal Communications Strategy for our department. This strategy provided a framework for clear, consistent, and timely communication within the HR department, as we report out to various agencies, stakeholders, and 3,000+ employees, no matter their title or position. By implementing this strategy, we continue our work towards fostering a culture of collaboration, engagement, and efficiency, ultimately leading to better service delivery and improved outcomes for our internal customers.

What We Completed:

- We created **Standard Operating Procedures (SOPs)**: These include workflows and templates for key areas, such as newsletters, urgent communications, and specific HR Projects/programs/initiatives.
- **Team HR Shared OneNote**: This central hub serves as a go-to-resource for HR team members to find all necessary processes, guidelines, and best practices related to communications and customer service. It includes templates, accessibility, and confidentiality resources among other essential Team HR information.
- **Training**: Completed the Plain Language & Effective Communication training for HR staff to learn the importance of good communication and ensure clarity in messaging.



Next Steps:

- **Continuous Improvement & Feedback Mechanisms**: Our focus on continuous improvement through our [HR Communications Survey](#), suggestion boxes (included in Communication Survey), and open-door policies is crucial for understanding team sentiment. The goal of increasing response rates and satisfaction is clear, with a 2% year-over-year improvement target.
- **Communication Plans**: Ensuring that every HR project/program/initiative has a communication plan by Q2, 2025 is a key goal. The implementation of this process is already underway, with added features like communication plan columns in work planning templates.
- **KPI Tracking**: The defined KPIs, including survey satisfaction rates, communication channel effectiveness, and adherence to communication review processes, will help in quantifying success. These KPIs will allow us to monitor progress and make data-driven adjustments to our strategies.



Observations:

- **Clear Accountability**: Timeline and responsibility assignments are laid out well (view KPIs), with specific targets for completion by Q1 and Q2 2025.
- **Engagement and Training**: The emphasis on plain language and communication training is key to ensuring that HR messages are not only timely and relevant but also clear and accessible. Including feedback from HR communications surveys will allow us to tweak our approaches over time.
- **Continuous Feedback Loop**: The [open-ended comment section in our HR Communications Survey](#), as well as tracking feedback from employees, will be valuable for gauging the effectiveness of internal communications and identifying areas for improvement.



Future Recommendations:

- **Annual Reports**: The ICS implementation team continue to release annual communication(s) effectiveness report, with actionable items included for the next year.
- **Tracking Communication Impact**: As we move forward, it could also be helpful to track how changes in internal communication correlate with employee engagement, morale, and productivity, if feasible.



Want to Learn More about Communications?

Connect with our HR-OD Coordinator at OrganizationalDevelopment@cityofmadison.com to learn more or get involved.