**University Personnel System**

**Communication Plan for UW-Stevens Point**

**Introduction**

The purpose of the University Personnel Systems (UPS) Communication Plan is to outline an overall communication strategy for the University of Wisconsin System’s UPS Project as it relates to UW-Stevens Point. This plan’s objective is to ensure all employees affected by recommendations are adequately informed so they understand the scope, progress, obstacles, effects, and implementation and, to the extent possible, have opportunity to provide input into the process.

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 will be comprised of 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 communication plan is intended to outline the procedures on how to consistently and effectively address information sharing, update all audiences, and solve problems related to communication.

**Communication Goals**

This plan proposes actions, methods, and techniques and tools to be used to achieve the following communication goals within a specific time frame while avoiding risks and minimizing problems.

* Raise awareness of stakeholders
* Set realistic expectations for open communication and outcomes
* Define project scope and accurately reflect the intent of the new personnel system
* Provide progress updates of the UPS to all interested and affected people
* Provide stakeholders with opportunity for input and feedback

**Audiences**

This section identifies various audiences that are addressed and covered in the UPS Communication Plan: classified employees (represented & non-represented), faculty, academic staff, university officers, deans, directors and department heads.

**Communication Tools and Strategies**

The following list outlines the possible resources and tools for targeting audience regarding UPS project information.

* **Create, update, and maintain public website.** The website is an important resource in reaching all facets of the target audience, especially stakeholders, UW employees, and external groups who might not have direct regular communication with the UPS Committees. Anyone reading the site will be able to ask a question via an e-mail address. It will generate interest and provide information regarding the new personnel systems. Creativity in form and content are important factors to making the website attractive, relevant, informative, and user-friendly. This site should be carefully monitored by UWSA so as to remove any outdated information and in order to exclude confidential or sensitive information. The website can be found at <http://web.uwsa.edu/personnelsystems> and will be linked to the UWSP Personnel Services web page.
* **Draft and distribute regularly scheduled written updates.** Regularly scheduled information is important for updating all interested audiences. These written updates will be communicated primarily through Message of the Day and mass emails.
* **UW Portal:** A link to the UPS website will be placed on the MyUW portal page.
* **Convene meetings as necessary.** These can be small group meetings or all-campus forum format