

Texas A & M Engineering Engagement



Action Planning Template

Functional Group Name	Communications
Functional Group Sponsor	Employee Engagement
Functional Group Lead	Jan McHarg Aubrey Bloom Kristina Ballard Shraddha Sankhe
Organization/Business Unit	Texas A&M College of Engineering and TEES Communications
Functional Group Purpose and Value Proposition	
The Communication Functional Group plans to create a sense of community, collaboration, and shared responsibility within Engineering Communication. Everyone in this group is a potential resource for experience or information and the more we share knowledge across the engineering program, the better our communication practices will become.	
Functional Group Link to Organizational Strategy and Business Objectives	Guiding Principles
Outward-facing communications help drive the increased student population and global recognition of Texas A&M Engineering. When communicators improve, it positively influences the mission of the Engineering Program.	We are on the same team; every member of this group is a potential resource for the other members of the group.
What is IN SCOPE?	What is OUT OF SCOPE?
<ul style="list-style-type: none"> • Provide necessary support, resources, and training • Best practices within: news writing, social media marketing, etc. • Building a team that is engaged and wants to contribute 	<ul style="list-style-type: none"> • Complaints without solutions • Organizational structures
Functional Group Objectives	
Our biggest objective is for everyone who is part of engineering communications to feel like they're part of engineering communications. <ul style="list-style-type: none"> • Creating best practices • Keeping all communicators informed • Sharing information from communication subject matter experts 	
Critical Success Factors	Performance Indicators
<ul style="list-style-type: none"> • Knowing the all communication staff • Onboarding new employees • Creating a sense of community • Sharing information 	<ul style="list-style-type: none"> • Meet at least once a quarter • Group involvement on Slack to solve problems efficiently • Make a plan for sharing best practices
Barriers & Challenges	
<ul style="list-style-type: none"> • Disengaged employees • Time and scheduling • Buy in from business supervisors 	
Functional Group Roles and Members (<i>Who will be represented by this group?</i>)	
We will start with all communication employees and then add those who do outward-facing communication as only part of their job responsibilities.	
Key Milestones	Deliverables

First kickoff meeting	Trainings sessions: marketing strategies, SEO, headlines, using data to improve marketing
Beginning of Spring semester meeting: State of Communications	Understanding how communication work promotes the goals of A&M Engineering
First training session	Socials/working events to get communicators in the same room
1 st problem solved using Slack group	Meet and greets with new employees (once everyone's on campus) – culture creation

Engagement Plan:

Identify the status of the following change management activities:

Engagement Activity:	Planned	Not Planned	Complete
a. An engagement plan is in place to support the activities of the FG.			
b. Education and training will be available to members on tools and approaches.			
c. The FG has a plan to recognize success of the FG and/or its individual members.			
d. Current state assessment of successes and problems about knowledge sharing that is relevant to this FG will be completed.			
e. A plan to improve and/or eliminate the barriers to knowledge flow and collaboration will be developed.			
f. Best practices are investigated for adoption.			
g. Senior leadership / sponsors are involved with the FG and act to facilitate and support engagement as required.			