

2021 ANR Administrative and Support Services Customer Satisfaction Survey

Strategic Communications

PRIMARY OPPORTUNITIES			ACTIONS TAKEN/IN PROCESS	OUTCOME/HIGHLIGHTS
Prior Year (2021)	Current Year (####)	PO Identified		
3.78		Understands my needs and requirements	Develop clearer intake criteria for stories/papers. Messaging should include required lead times for SC and NOS support, expected timing of projects, etc.	Completed and posted on toolkit, continuing to tweak
3.91		Provides effective advice, support, and guidance	Continue developing training in communications topics. Conduct internal survey on communication needs/preferences. Get on agenda for Contracts and Grants trainings and L&D webinars. Conduct post-project surveys.	Completed internal communications survey. Conducting several sessions at statewide conference. Conducted several L&D sessions and will continue to do so. Approved for a branding workshop in 2023.
3.84		Effectively uses website to provide access to information and services	Communications toolkit; create training in how to navigate the toolkit.	In progress
3.65		Clear procedures	Socialize/promote how to work with our team. Include info about budget/resource limitations. Partner with other units to include communications information in new employee onboarding (not just orientation).	In progress
3.79		Approval workflow process	Explain approvals processes in the toolkit messaging. Continue promotion of contentpipeline@ucanr.edu. Create a video explaining the evolution of a story. Explain our relationship to campus communicators in toolkit	Approvals process clarified in toolkit. Continuing to promote content pipeline and invite people to content planning meetings. Clarified relationship to campus communicators in toolkit messaging.

ADDITIONAL OPPORTUNITIES IDENTIFIED (e.g. verbatim/themed comments, secondary opportunities)	ACTIONS TAKEN/IN PROCESS	OUTCOME/HIGHLIGHTS
Training for clientele	Continue to provide training in communications topics.	Completed internal communications survey. Conducting several sessions at statewide conference. Conducted several L&D sessions and will continue to do so. Approved for a branding workshop in 2023.