

# We're Listening



Employee Engagement Program  
Promotional Campaign

My InnerView by  
 NATIONAL RESEARCH  
Corporation

# Communications Plan

Creating a communications plan is crucial to the success of your survey and to receiving a higher response rate. Within this section you will find suggested timelines for distributing those communications, drafts of suggested communication pieces, and examples of marketing materials you may choose to distribute and post within your facilities.

## What Is a Survey Response Rate?

A survey response rate is the number of completed surveys returned by eligible respondents divided by the number of eligible people who were invited to participate in the survey.

## Why Do Response Rates Matter?

Response rates are important for the validity and integrity of the data. High response rates are more representative of your entire organization as opposed to insight into a small portion.

## Addressing Confidentiality

My InnerView by National Research Corporation will provide you standard communication pieces that address confidentiality concerns by reinforcing the use of National Research as a third-party vendor to store your data and report your results as well as enforcing a minimum number of 5 data returns required before providing unit results.

## Communications Timeline Example

Recommended Pre-Survey Communications			
Assigned To	Task	Due Date	Date Completed
Customer	Initial leadership memo encouraging participation and explaining the process/key initiatives		
Customer	Local leadership memo/communication reminding team to participate		
Customer	Marketing materials created and displayed in facilities (examples include internal newsletters, team meeting agendas, intranet memo, TV screens, posters/fliers/postcards)		
Customer	Survey marketing completed at each facility		
Communications Plan - During Administration			
Assigned To	Task	Due Date	Date Completed
NRC	Launch Web Survey with Emailed Invitation from the CEO		
Customer	Leaders in each facility sends out regular communications on increasing participation		
Customer	Receive weekly updates from leaders		
NRC	Launch First Reminder Email Blast to Non-Respondents		
NRC	Launch Second Reminder Email Blast to Non-Respondents		
NRC	Launch Third Reminder Email Blast to Non-Respondents		

Post-Survey Communications			
Assigned To	Task	Due Date	Date Completed
Customer	Internal announcement when survey has closed thanking everyone for their participation, advising of response rate, and plans for cascading communications		
Customer	Communicate final response rate and "thank you" message along with projected dates of formal results presentations		

### Communications Plan (Internal Agenda):

Associate Engagement Communication Plan	
List Site Champions Here:	
Pre-Launch [insert date(s)]	
	Leaders approve team rosters
	Tag Line for Survey
	Letter from Executive Sponsor (i.e. CEO/President)
	Internal Newsletters
	Team Meetings
	Intranet
	TV Screens
	Posters/fliers/postcards
	Weekly Meeting on [insert date]
Survey Launch [insert date(s)]	
	Formal launch event by site/department
	Survey Email Blast from NRC
Survey Fielding [insert date(s)]	
	Email updates (i.e. site champions to send out a note with participation rates and reinforcing survey)
	Participation Contest by site/department
Survey Close [insert date(s)]	
	Celebration as an organization if you reach XX% participation goal
Results Presentation(s) [insert date(s)]	
	Senior Leadership Team/Executive Presentation
	All Associates
	Board of Directors
Action Planning [insert date(s)]	
	Confirm decision on initiatives at the overall level or lower levels of the organization
	Form a committee of team members covering representation across the organization

## Pre-Survey Communication from Executive Sponsor (i.e. CEO)

To all employees,

We are excited to announce that on [insert date] we will begin to field a new employee engagement survey. This online survey is designed to assess the work experiences of associates who have been employed since [insert date]. The survey takes approximately 10 minutes to complete. Your honest and candid feedback is very important to identify what we are doing well and areas for improvement.

To ensure confidentiality, we have partnered with My InnerView by National Research Corporation, a leader in healthcare analytics, resident experience measurement, and organizational improvement, to field and analyze the employee engagement survey results.

High levels of participation are vital to the success of this process. For this reason, we will announce rewards to encourage you to participate! [Insert names of site Champions] are our engagement site champions. They will be in frequent communication with their respective locations to answer your questions and to encourage your participation.

The employee engagement survey is an important step in understanding where and how we can continue to develop our organization as a great place to work. Please help us by participating! Again, your individual results will be held by an independent third party in strict confidence and will not be reported in groups of less than 5 responses.

If you have any questions, please reach out to your site champions, [insert internal contact name and email/phone number], or your direct leader.

Thank you in advance for your participation,

Signature of Executive Sponsor

## Emailed Survey Invitation and Reminder Text:

Welcome to the 20XX Employee Engagement Survey. As a valued employee, we want your feedback! We want to hear the voice of our employees so that we can create a better, stronger healthcare organization and a more positive work environment.

To ensure confidentiality, we have partnered with My InnerView by National Research Corporation, a leader in healthcare analytics, resident satisfaction measurement, and organizational improvement, to field and analyze the employee engagement survey results.

To begin the survey, please click on the link below:

*[Insert survey link here]*

The survey should take approximately 10 minutes and will be available from [insert date] to [insert date]. All responses will remain confidential and reported in groups of at least 5 responses.

High levels of participation are vital to the success of this process. We want to drive positive changes within the workplace and can only do that if we hear what you want and need for your workplace and for our residents. We'll use the data from this survey to create action plans with you and your leaders to reinforce strengths and address identified issues and concerns.

If you need assistance in completing the survey or have questions, talk to your leader or contact [insert name] at [insert phone number and email address]. Thank you for taking the time to share your feedback and for all you do for our organization each and every day.

Sincerely,

Signature of Leader or Engagement Team

## Welcome Message (after logging into the survey)

Dear [insert name],

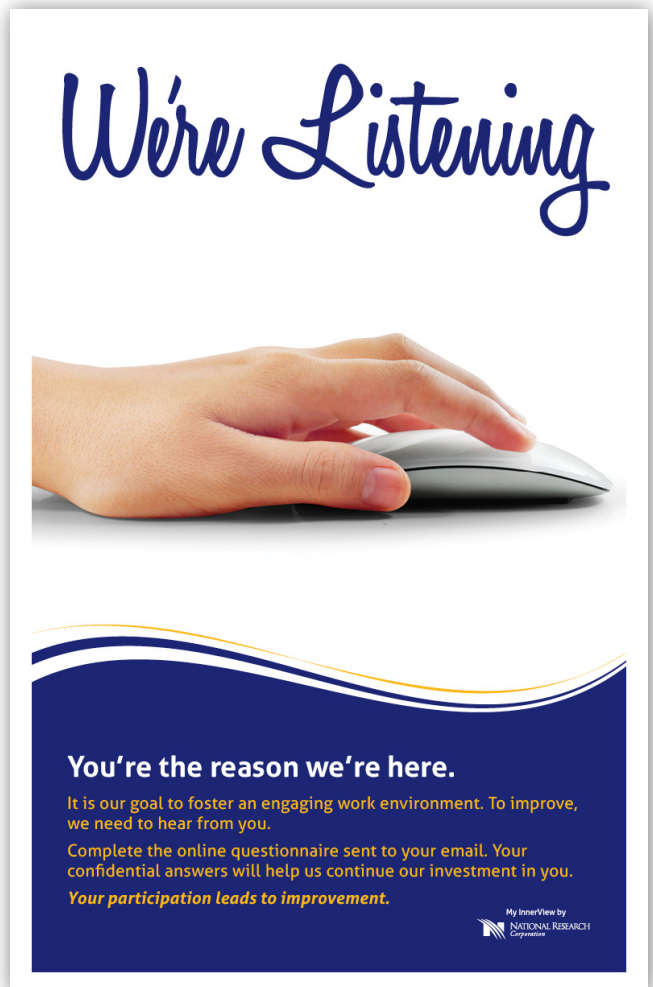
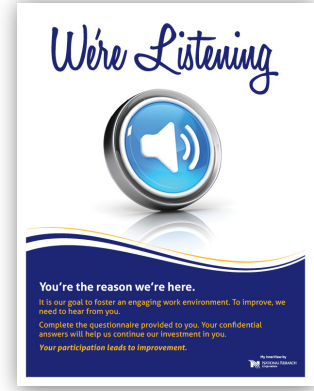
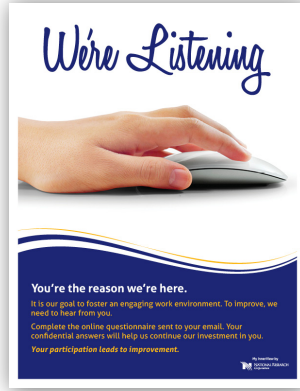
Thank you for taking the time to complete this important employee engagement survey for [insert organization name]. Please be assured that your responses will be kept confidential so please answer all questions truthfully and honestly. Understanding the ideals, opinions, and requirements of our staff is vital to improving our workplace.

Sincerely,

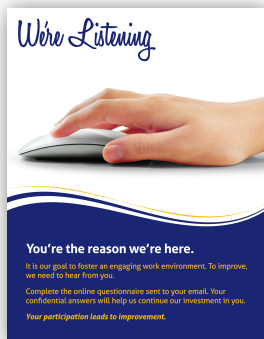
John Doe  
Chief of Staff

# Marketing Communications Material

## Posters



## Table Signs



## TV or Monitor Display



## Web Graphics

