

Client Communication Package

Workforce Engagement Program Promotional Campaign

VERSION 3.1

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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

NRC Health will provide you standard communication pieces that address confidentiality concerns by reinforcing the use of NRC Health 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	Executive Sponsor email all survey participants to inform them of upcoming survey opportunity, introduce NRC Health as the vendor, and encourage participation.		
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 Health	Launch Web Survey with Emailed Invitation		
Customer	Leaders in each facility sends out regular communications on increasing participation		
Customer	Receive weekly updates from leaders		
NRC Health	Launch First Reminder Email Blast to Non-Respondents		
NRC Health	Launch Second Reminder Email Blast to Non-Respondents		
NRC Health	Launch Third Reminder Email Blast to Non-Respondents		
NRC Health	Launch Final 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)]	
	Thank all participants
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)

We are excited to announce the upcoming launch of our new employee engagement survey!

To ensure confidentiality, we have partnered with NRC Health, a leader in healthcare analytics, patient experience measurement, and organizational improvement to cultivate Human Understanding™, to field and analyze the employee engagement survey results.

On <<DATE>>, you will receive an email from NRC Health with instructions to access the survey. This email will come through tagged as an external email with the subject line of **Action Requested! Engagement Survey Included**. Please plan to set aside 5 - 10 minutes to participate.

This survey is an opportunity for all employees to identify strengths and weaknesses in the workplace by providing honest and candid feedback. It is also one of the most effective ways of improving working conditions and implementing new quality initiatives. 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 <<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:

In addition to maintaining and improving the highest quality and care for its patients, <<Alpha Hospital>> is also committed to providing a positive workplace for its employees. Understanding the values, feedback, and level of engagement of its staff is vital to both of these objectives. This employee engagement survey is one of the tools used to achieve these goals.

Your feedback is necessary for improvement. Please take a few minutes to complete this brief web questionnaire. Your individual responses are strictly confidential.

To ensure confidentiality, <<Alpha Hospital>> has partnered with NRC Health, a leader in healthcare analytics, patient experience measurement, and organizational improvement to cultivate Human Understanding™, to field and analyze the employee engagement survey results. No individual data will be made available to <<Alpha Hospital>>. NRC Health will release only anonymous and aggregate data according to stringent criteria designed to protect the interests of each survey participant.

Please complete the questionnaire online by clicking the “Start Survey” link below. To ensure each employee only completes one survey, this survey link can only be used once. So please do not forward this email to others.

[START SURVEY>>](#)

If you have any questions, please reach out to <<CONTACT>> at <<EMAIL/PHONE>>, or your direct manager.

Deadline for your survey completion is <<DATE>>.



Welcome Message (after logging into the survey)

The following survey will be used as a tool to measure <<**OrganizationName**>>'s effectiveness in supporting a highly engaged workforce. 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.