

## Internal Communications Plan

Strategy	Things to Communicate to Employee-Gardeners	Intended Result	Frequency
<b>Welcome Packet</b>	<ul style="list-style-type: none"> <li>What is expected of gardeners</li> <li>What gardeners can expect the company to provide &amp; when they provide it</li> <li>Basic gardening resources &amp; tips for new gardeners</li> <li>Who gardeners should communicate with for various issues</li> </ul>	<ul style="list-style-type: none"> <li>Gardeners informed about expectations</li> <li>Gardeners informed about what they will receive &amp; when</li> <li>Increased confidence of beginner gardeners</li> <li>Clear lines of communication between Garden Leadership &amp; gardeners</li> <li>Accountability on the part of gardeners &amp; Garden Leadership</li> </ul>	<ul style="list-style-type: none"> <li>At the beginning of each season—late February/ early March</li> </ul>
<b>Pre-season Meetings</b> (Informational mtg., 1 <sup>st</sup> Gardener mtg., Gardens Infrastructure Overview gathering)	<ul style="list-style-type: none"> <li>What is expected of gardeners</li> <li>What gardeners can expect the company to provide &amp; when they provide it</li> <li>Volunteer roles</li> <li>Volunteer sign-up</li> <li>Plot sign-up</li> <li>How things work in the garden area</li> </ul>	<ul style="list-style-type: none"> <li>Gardeners informed about expectations</li> <li>Gardeners informed about what they will receive &amp; when</li> <li>Increased confidence of beginner gardeners</li> <li>Clear lines of communication between Garden Leadership &amp; gardeners</li> <li>Accountability on the part of gardeners &amp; Garden Leadership</li> </ul>	<ul style="list-style-type: none"> <li>Info meeting—early February</li> <li>1<sup>st</sup> Gardener meeting—early March</li> <li>Garden Infrastructure Overview gathering—mid-April</li> </ul>
<b>Email</b>	<ul style="list-style-type: none"> <li>Up-to-date garden news, events, and accomplishments</li> <li>Gardening tips</li> <li>Project timeline (i.e. when compost bins will be built, when compost/soil will be delivered, etc.)</li> <li>Changes/additions to expectations</li> <li>Gardeners able to respond with comments or questions directly to Garden Educator &amp; Site Coordinators</li> </ul>	<ul style="list-style-type: none"> <li>All gardeners are informed on latest developments in the garden</li> <li>Increased participation from all gardeners in events, workshops, and the garden in general</li> <li>Accomplishments are acknowledged — building personal &amp; group pride</li> <li>Gardeners have up-to-date gardening info</li> <li>Gardeners' confidence in gardening is built</li> <li>Accountability</li> <li>Easy line of communication between Garden Leadership Team &amp; gardeners</li> </ul>	<ul style="list-style-type: none"> <li>Weekly (Mondays)</li> <li>As needed</li> </ul>
<b>Intranet/Internal communications</b> (Consider development of Workplace Gardens Facebook page)	<ul style="list-style-type: none"> <li>Gardeners able to communicate with each other for posting announcements, sharing gardening tips, requesting assistance, &amp; general info</li> <li>Site Coordinators learn about &amp; address gardener concerns</li> </ul>	<ul style="list-style-type: none"> <li>Team-building/Sense of community built between gardeners</li> <li>Promote learning within gardening community</li> <li>Ability to solve problems within gardening community</li> </ul>	<ul style="list-style-type: none"> <li>Available for use, as needed</li> </ul>
<b>Online Calendar</b>	<ul style="list-style-type: none"> <li>Announce events, workshops, lunch meet-ups, work parties</li> <li>Post volunteer schedule</li> </ul>	<ul style="list-style-type: none"> <li>Greater participation in various events</li> <li>Greater participation in volunteering—accountability</li> </ul>	<ul style="list-style-type: none"> <li>mid-March through season</li> <li>Once volunteers sign-up, send calendar request for specific volunteer times throughout season</li> </ul>
<b>Dry Erase board</b> (outdoor)	<ul style="list-style-type: none"> <li>Gardeners able to communicate with each other for posting announcements, requesting assistance, &amp; general communication</li> <li>Garden Leadership able to communicate with gardeners for same purposes</li> </ul>	<ul style="list-style-type: none"> <li>Team-building/Sense of community built between gardeners</li> <li>Ability to solve problems within gardening community</li> <li>Non-email gardeners in-touch &amp; able to communicate</li> </ul>	<ul style="list-style-type: none"> <li>Set up as soon as conditions are good enough to install outside</li> <li>Available for use, as needed</li> </ul>
<b>Bulletin Board</b> (outdoor)	<ul style="list-style-type: none"> <li>Garden education tips, garden guidelines, announcements, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Gardeners have up-to-date information on gardening—promote confidence</li> <li>Gardeners reminded of expectations—promote accountability</li> <li>Non-email gardeners in touch with garden news &amp; announcements</li> </ul>	<ul style="list-style-type: none"> <li>Set up as soon as conditions are good enough to install outside</li> <li>Post guidelines when set-up</li> <li>Primary postings weekly</li> <li>Other postings (announcements, etc.) as needed</li> </ul>
<b>Educational Workshops</b>	<ul style="list-style-type: none"> <li>Hands-on educational gardening tips for gardeners</li> <li>Gardeners able to ask questions of Garden Educator</li> </ul>	<ul style="list-style-type: none"> <li>Gardeners' confidence and skill in gardening is built</li> <li>Team-building/Sense of community built between gardeners</li> </ul>	<ul style="list-style-type: none"> <li>Announcement information under Email, Online Calendar, etc.</li> <li>1-2 workshops per month</li> </ul>
<b>Employee Newsletter</b>	<ul style="list-style-type: none"> <li>Up-to-date garden news, accomplishments, workshop reminders and events</li> </ul>	<ul style="list-style-type: none"> <li>All employees are informed on the latest developments in the garden</li> <li>Increased participation from gardeners and other employees in events, workshops, and the garden in general</li> <li>Accomplishments acknowledged—building personal &amp; group pride</li> </ul>	<ul style="list-style-type: none"> <li>As needed</li> </ul>
<b>Blog</b>	<ul style="list-style-type: none"> <li>Up-to-date garden news, events, and accomplishments</li> <li>Photos &amp; videos of gardens project</li> <li>Gardening tips</li> <li>Share garden experience with broader community</li> <li>Broader audience (gardeners &amp; community) able to share perspectives</li> </ul>	<ul style="list-style-type: none"> <li>Increased participation from gardeners in events, workshops, and the garden in general</li> <li>Accomplishments are acknowledged — building personal &amp; group pride</li> <li>Gardening tips for gardeners &amp; community</li> <li>Inspire similar projects throughout community</li> <li>Public conversation developed around gardening, food, &amp; issues of hunger</li> </ul>	<ul style="list-style-type: none"> <li>Postings bi-weekly</li> <li>Availability for those interested to communicate &amp; post, ongoing</li> </ul>
<b>Lunch Meet-ups</b>	<ul style="list-style-type: none"> <li>Gardeners able to communicate with each other &amp; with Garden Leadership about how things are going in the gardens, request assistance, &amp; share announcements</li> <li>Garden Leadership able to communicate updates and hear about concerns &amp; needs</li> </ul>	<ul style="list-style-type: none"> <li>Team-building/Sense of community built between gardeners Ability to solve problems within gardening community</li> <li>Non-email gardeners stay in touch &amp; able to communicate</li> <li>Gardeners feel increased sense of “being heard”</li> </ul>	<ul style="list-style-type: none"> <li>Monthly (i.e.—1<sup>st</sup>Friday of the month)—April to October</li> </ul>
<b>Celebratory Events</b>	<ul style="list-style-type: none"> <li>Excitement for beginning of gardening season</li> <li>Share garden successes</li> <li>Thanks for season's work &amp; successes</li> </ul>	<ul style="list-style-type: none"> <li>Team-building /Sense of community built between gardeners</li> <li>Gardener satisfaction of contributing to something bigger</li> <li>Accomplishments are acknowledged — building personal &amp; group pride</li> </ul>	<ul style="list-style-type: none"> <li>1 at the beginning of the season (Kick-off)—around April/May</li> <li>1 at the end of the season (Harvest Fest)—around September</li> <li>Others as seem appropriate (perhaps mid-season)</li> </ul>
<b>Evaluative Communication</b>			
<b>Surveys</b>	<ul style="list-style-type: none"> <li>Gardeners indicate interest &amp; availability for educational opportunities</li> <li>Gardeners provide feedback about season's successes, challenges, and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Educational workshops guided by participant interest &amp; availability—greater attendance</li> <li>Future directions of the project are guided by an “insider's view”</li> </ul>	<ul style="list-style-type: none"> <li>Pre-season survey sent out in mid-March</li> <li>End-of-season survey sent out in September</li> </ul>
<b>Workshop Evaluations</b>	<ul style="list-style-type: none"> <li>Gardeners share feedback about workshops</li> </ul>	<ul style="list-style-type: none"> <li>Future directions of workshops are guided by participants</li> </ul>	<ul style="list-style-type: none"> <li>Directly following every workshop</li> </ul>
<b>Focus Group</b>	<ul style="list-style-type: none"> <li>Gardeners provide feedback on season's successes, challenges &amp; recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Future directions of the project are guided by an “insider's view”</li> </ul>	<ul style="list-style-type: none"> <li>End of the season—around September or October</li> </ul>