

Mary Spencer's Personal Financial Plan

Case Background

What Happened

What
- Problems with internal communication causing funding issues
Why
- Large number of employees so communication was difficult
When
- Late 2007
Where
- Bennington, Vermont
Thecasesolutions.com

Principle Players Thecasesolutions.com

- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



Thecasesolutions.com

Thecasesolutions.com

Research

Problems

- Communication system was both confusing and overwhelming

Thecasesolutions.com

Primary

Thecasesolutions.com



Secondary

- Director of a communication research
- Director of public relations

Thecasesolutions.com

Stakeholders

- Employees
- Supervisors
- Managers

Methods Overlooked

- Research from employees

Evaluation

Feedback
- Satisfaction
- Understanding
- Communication

Any Questions?

Yes
No
Other

Programming

Research
- Survey
- Focus Group
- Interview

Methods
- Focus Group
- Interview
- Survey

Program
- Survey
- Focus Group
- Interview

Objectives

Informational

- Increasing communication

Attitudinal

- More positive attitude

Behavioral

- More effective communication

Thecasesolutions.com

Mary Spencer's Personal Financial Plan

Case Background

What Happened

What
- Problems with internal communication causing funding issues
Why
- Large number of employees so communication was difficult
When
- Late 2007
Where
- Bennington, Vermont
Thecasesolutions.com

Principle Players Thecasesolutions.com

- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



Thecasesolutions.com

Thecasesolutions.com

Research

Problems

- Communication system was both confusing and overwhelming

Primary

Thecasesolutions.com



Secondary

- Director of a communication research
- Director of public relations

Stakeholders

- Employees
- Supervisors
- Managers

Methods Overlooked

- Research from employees

Evaluation

Feedback
- Satisfaction
- Understanding
- Communication

Any Questions?

Yes
- No
- Yes

Programming

Research
- Survey
- Focus Group
- Interview

Methods
- Focus Group
- Interview
- Survey

Program
- Survey
- Focus Group
- Interview

Objectives

Informational

- Increasing communication

Attitudinal

- More positive attitude

Behavioral

- More effective communication

Thecasesolutions.com

Case Background

What Happened

- What
 - Problems with internal communication causing funding issues
- Why
 - Large number of employees so communication was difficult
- When
 - Late 2007
- Where
 - Bennington, Vermont

Thecasesolutions.com

Principle Players Thecasesolutions.com

- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



Thecasesolutions.com

Thecasesolutions.com

What Happened

What

- Problems with internal communication causing funding issues

Why

- Large number of employees so communication was difficult

When

- Late 2007

Where

- Bennington, Vermont

Thecasesolutions.com

Principle Players

Thecasesolutions.com

- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



Thecasesolutions.com

Research

Problems

- Communication system was both confusing and overwhelming

Thecasesolutions.com

Primary

Thecasesolutions.com

- Communication Audit
- Opinion Survey
- Focus Groups
- Web Survey
- Face-to-face interviews with senior managers



Kevin Robinson
Communications Director

Secondary

- Review of all communication materials
- Review of SVHC intranet site

Thecasesolutions.com

Stakeholders

- Employees
- Supervisors
- Managers

Methods Overlooked

- Response from employees

Evaluation

Evaluation

- 2007 evaluation
- Hindsight evaluation

Critique

- Research
- Suggested improvements

Any Questions?

Objectives

Problems

- Communication system was both confusing and overwhelming

Thecasesolutions.com

Primary

Thecasesolutions.com

- Communication Audit
- Opinion Survey
- Focus Groups
- Web Survey
- Face-to-face interviews with senior managers



Kevin Robinson

Secondary

- Review of all communication materials
- Review of SVHC intranet site

Thecasesolutions.com