

Program #40046C - Organizational Development - Communications

3/7/2022

Department: Health Department Program Contact: María Lisa Johnson

Program Offer Type: Innovative/New Program Program Offer Stage: As Requested

Related Programs:

Program Characteristics: Out of Target

Executive Summary

Internal communications is critical to a healthy and engaged organization. In past years, and especially during the pandemic, Health Department communications has focused almost entirely on public health messaging, with occasional capacity to support Director-level communications. This program supports the robust launch of an internal communications strategy focused on enhancing the employee experience with the end goal of increasing employee retention.

Program Summary

The Health Department is facing unprecedented levels of staff burnout, disconnection and turnover. We attribute these trends, in part to the intensity and exhaustion of our work as a first responder agency in the COVID-19 pandemic, and in part to changes brought on by remote work.

This program offer adds internal communications capacity to implement a robust employee communications strategy. Our goal is to enhance employee recognition, connection and retention. We will develop a platform to highlight examples of mission-driven work in each of our divisions. We will share employee stories that connect our workforce across our diverse service lines. We will also be able to disseminate timely information through a variety communications vehicles beyond just email.

Performance Measures								
Measure Type	Primary Measure	FY21 Actual	FY22 Budgeted	FY22 Estimate	FY23 Offer			
Output	Open rates for employee communications.	58%	58%	58%	75%			
Outcome	Percentage of employees reporting positive employee experience and sense of connection (through pulse surve	N/A	N/A	30%	60%			

Performance Measures Descriptions

Open rates measure the degree to which employees show interest and engage with the content they receive. Pulse surveys can measure the degree to which enhanced internal communications (focused on recognition and the employee experience) increases employees' sense of connection and belonging.

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Requested General Fund	Requested Other Funds	
Program Expenses	2022	2022	2023	2023	
Personnel	\$0	\$0	\$290,055	\$0	
Total GF/non-GF	\$0	\$0	\$290,055	\$0	
Program Total:	\$0		\$290,055		
Program FTE	0.00	0.00	0.00	0.00	

Program Revenues						
Total Revenue	\$0	\$0	\$0	\$0		

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2022: 40046 Organizational Development