

# Communications Plan for Employee Engagement Survey

## Purpose

The purpose of this communications plan is to receive feedback from all HJF employees about their levels of engagement. **Survey goes from April 12-30, 2021.**

## Audience

The audience includes HJF employees.

## Channels

1. Video from Joe in CEO Corner
2. Emails (from corporate and from Portfolios)
3. Compass news carousel post
4. Mention in April Town Hall

## Key Messages

- HJF cares deeply about our most valuable asset—our employees.
- We want to understand what drives our employees and measure their engagement on a variety of subject areas.

## Schedule

Action Item	Responsible	Draft Due	Delivery Date
Script for Joe video	Colleen	March 17	March 19 send to Joe
Joe to record video	Joe	March 31	March 31 to David A
Edit and put into YouTube	David Arthur	April 1	April 2 back to Joe
Joe to post video on CEO Corner	Joe	April 5	April 8
Email #1: "Look out for Employee Engagement Survey" with link to Joe's video	April to write/Dave to send & get link	March 30	April 8
Email #2: "First Ever Employee Engagement Survey Launched!"	April/ Dave to send early 9 a.m.	April 7	April 12 at Noon
News carousel article: "We Want to Hear from You! Take the HJF Employee Engagement Survey"	April to write/Dave to post	April 7	April 12 at 8am or whenever carousel is updated that morning (will run for two weeks)
Email for <b>Portfolios</b> : "Take the Employee Engagement Survey & tell us what you think"	April/Kristen to send to groups	April 7	April 19
Joe to mention in Town Hall (perhaps with % of people have taken)	Joe		April 22
Email #3: "Final Reminder: Share Your Input in the Employee Engagement Survey"	April	April 7	April 29 (day before closing)

## NEWS CAROUSEL ARTICLE

**Date: April 12**

**Subject: We Want to Hear from You! Take the HJF Employee Engagement Survey**

Today HJF employees will receive an email from [perception@ultimatesoftware.com](mailto:perception@ultimatesoftware.com) that contains the first ever HJF Employee Engagement Survey!

HJF wants to get an accurate measure of your day-to-day interactions related to your work, your team and your HJF organization.

Statements on the survey that you will be asked to agree or disagree with may include:

- HJF is ethical in its business dealings.
- I am proud to work for HJF.
- My job makes good use of my skills and abilities.
- Where I work, people are held accountable, delivering what they have promised.

Survey results will provide HJF with information to help identify where we are doing things well and identify where improvement needs to be made.

We will share the results of the survey with you, and we will also continue to ask for your feedback over time to ensure HJF is on the right track. With your input, we can build a stronger HJF.

If you have questions about the survey, please reach out to Kristin Smith, HR Director of Culture & Compliance or Ellen Castrucci, Talent Development Manager.

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## **EMAIL #1 Lookout for the Employment Engagement Survey**

**To: HJF employees only (domestic and some international)**

**From: Announcement**

**Date: April 8**

**Subject: Employee Engagement Survey Coming Your Way!**

HJF cares deeply about our most valuable asset—our employees. And since that includes you, we want to get your thoughts to learn and understand what drives our employees. It is also your opportunity to make suggestions on a range of workplace-related subjects.

The survey will arrive in your inbox on April 12. Lookout for an email from [perception@ultimatesoftware.com](mailto:perception@ultimatesoftware.com) that will include a link to the survey.

The goal of the survey is to accurately measure the various aspects of your day-to-day interactions related to your work, your team and your organization. We want to know how you feel about working at HJF in relation to your physical space, emotional and psychological wellness.

With your input, we can enhance and improve HJF! For more information about the survey, view this short video clip [insert link](#) from HJF CEO Dr. Joe Carvalho.

If you have questions about the survey, feel free to reach out to Kristin Smith, HR Director of Culture & Compliance or Ellen Castrucci, Talent Development Manager with any questions.

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## EMAIL #2 First Survey Launch Announcement

**To: Only HJF employees (domestic and some international)**

**From: Announcement**

**Date: April 12**

**Subject: Launch of Employee Engagement Survey: Share Your Thoughts with Us!**

Dear **insert first name**,

Earlier today, you were sent the first-ever HJF employee engagement survey. Your input is valuable to HJF, and we hope that you will take a few minutes to fill out the survey.

Here's how filling out the survey benefits you:

- When we are aware of what engages and motivates you, we can identify what works well to help us support the continuation of existing successes and replicate them for other teams. We can also identify what is problematic to help us change course and improve the quality of your workplace environment.
- If we understand how you perceive your organization, and what is your level of commitment to the HJF mission and why, it helps us to know what drives our employees and how we can enhance or improve workplace relations.

If you didn't receive the link to take the survey, check your "Other" and "junk mail" folders. If you don't find the link in those folders, please reach out to Ellen Castrucci or Kristin Smith, HR Director of Culture & Compliance.

Remember, the input you provide in the survey will benefit all of us here at HJF!

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## PORTFOLIO GROUPS EMAIL

**To: Portfolio Groups Email**

**Subject: Take the Employee Engagement Survey and Tell Us What You Think!**

**Date: April 14**

Dear **insert first name**,

HJF cares deeply about our most valuable asset—our employees. And since that includes you, we want to get your thoughts to learn and understand what drives our employees. It is also your opportunity to make suggestions on a range of workplace-related subjects.

The goal of the survey is to accurately measure the various aspects of your day-to-day interactions related to your work, your team and your organization. We want to know how you feel about working at HJF in relation to your physical space, emotional and psychological wellness.

Lookout for an email from [perception@ultimatesoftware.com](mailto:perception@ultimatesoftware.com) that will include a link to the survey.

With your input, we can enhance and improve HJF! For more information about the survey, view this short video clip **insert link** from HJF CEO Dr. Joe Carvalho.

If you have questions about the survey, feel free to reach out to Kristin Smith, HR Director of Culture & Compliance or Ellen Castrucci, Talent Development Manager with any questions.

Thanks in advance for your participation!

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**EMAIL #3 FINAL SURVEY REMINDER (1 DAY Until Survey Closes)**

**To: HJF employees only (domestic and some international)**

**From: Announcement**

**Date: April 29**

**Subject: Final Reminder: Share Your Thoughts in the Employee Engagement Survey**

Dear **insert first name**,

It's been almost three weeks since you received the HJF Employee Engagement survey in your Inbox. Time is almost up to give us feedback about your work life at HJF.

Why should you fill out the survey? It's simple. We can't share what's working, or what isn't without your input. Your feedback provides insights on what is and is not working at HJF.

The end result is to make HJF the best it can be. You can access the survey at this link **insert link**. If you have questions about the survey, please reach out to Kristin Smith, HR Director of Culture & Compliance or Ellen Castrucci, Talent Development Manager.

Remember, the survey ends tomorrow, April 30<sup>th</sup>. Don't miss the chance to get your voice heard!

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