

**2021 ANR Administrative and Support Services Customer Satisfaction Survey**

**Strategic Communications**

PRIMARY OPPORTUNITIES			ACTIONS TAKEN/IN PROCESS	OUTCOME/HIGHLIGHTS
Prior Year (2021)	Current Year (2023)	PO Identified		
3.78	3.48	Understands my needs and requirements	Develop clearer intake criteria for stories/papers. Messaging should include required lead times for SC and NOS support, expected timing of	Completed. Also conducted proactive outreach to programs we have not worked with as much as others. Started sending welcome emails to new staff and
3.91	3.62	Provides effective advice, support, and guidance	Continue developing training in communications topics. Conduct internal survey on communication needs. Get on agenda for Contracts and Grants trainings and L&D webinars. Conduct post-project surveys.	Completed and ongoing.
3.84	3.55	Effectively uses website to provide access to information and	Socialize/promote the communications toolkit; create training in how to navigate the	Completed and ongoing. Continuous updates to Communications Toolkit website.
3.65	3.38	Clear procedures	Socialize/promote how to work with our team. Include info about budget/resource limitations. Partner with other units to include communications information in new employee onboarding (not just orientation).	Completed and ongoing. Refinement of procedural information in Communications Toolkit.

3.79	3.50	Approval workflow process	Explain approvals processes in the toolkit messaging. Continue promotion of contentpipeline@ucanr.edu. Explain our relationship to campus communicators in toolkit messaging.	Completed. We are unclear how to improve this further because our approval time is 24-48 hours and our processes are outlined in the toolkit.
4.03	3.42	Facilitates problem resolution (new opportunity area in 2023)	Several staff now hold regular office hours for trouble shooting problems	
3.95	3.53	Moving in a positive direction to better meet my needs (new opportunity area in 2023)	Increase socializing of Strat Comm monthly report to include Communicators Network, County Directors, SI Leads. Regular outreach to CD/REC Directors and SWP leads.	Completed and ongoing.
3.68	3.59	Clarity of policy (new opportunity area in 2023)	Refine/streamline policy information.	Refinement of policy related information in Communications Toolkit.

4.05	3.47	Approval time (new opportunity area in 2023)	Continue to socialize our response time.	We are unclear how to improve this other than communicating as much as possible about our response time, which is never more than 24-48 hours.
3.71	3.51	Training for clientele (new opportunity area in 2023)	Provide more training	Requested funding from Learning & Development for a variety of training sessions. Have conducted training in branding, videography, social media, Latino outreach, and working with the media.

<b>ADDITIONAL OPPORTUNITIES IDENTIFIED (e.g. verbatim/themed comments, secondary opportunities)</b>	<b>ACTIONS TAKEN/IN PROCESS</b>	<b>OUTCOME/HIGHLIGHTS</b>