Internal Communications Plan

Purpose:

1. To ensure that all members involved in the running and operation of the St. James Town Community Co-op have the most updated information on all areas of the project.
2. To be transparent in all major decisions so that all Core and Board Members have knowledge of how the Co-op is being developed
3. To decrease the amount of miscommunication and to ensure smooth and recorded communications are maintained throughout the organization

Methods In Use:

- Google Drive
- Email
- Facebook Messenger/ Whatsapp

Tiers of Communication



Lines of Contact

Since communications is vital to the life of any movement or organization, it is important that core people working on the development of the co-op have the following commitments:

1. To provide at least 2 or more communication channels on the communications log
2. To reply to communications (where necessary) within 3 working days (whatever your working days are) aside from emergencies
3. To be more aware of communication channels within 2 days of any event or meetings where the member had an active involvement
4. To be clear on expectations, responsibilities, and personal limits/boundaries with people working on the project
5. To allow space for miscommunication and understand that outside of in-person communication, there is a lot of room for error; give each other the benefit of the doubt

Recorded Versus Distributed Communications

- Recorded Communications: communications and directives from conversations and meetings are relevant and pertinent to the operations and development of the St James Town Community Co-op (henceforth known as SJTCC)
- Distributed Communications: The information that is summarized and collected from all the recorded communication and then sent out regularly to the relevant groups and members
- Upload: 3 possibilities
    - Put into SJTCC Drive
    - Send to the communications team via SJTCC email
    - Send to the responsible communications team member

Recorded Communications

All recorded communications reports need to be CC-ed with Josephine (jogreylift@gmail.com) and SJTCC (sjtcommunitycoop@gmail.com). This is both to ensure that the Project Lead and the Co-op Communications Team is in the loop as well as ensuring that all uploaded materials are up to date.

The following is a non-exhaustive list of communication that needs to be either recorded or summarized:

- Any of the meetings mentioned below
- New partnerships and collaborators pertaining to the Co-op and not just a working group
- The recruitment of anyone who will be significantly contributing to the Co-op e.g. Core Member, Staff, Board Members, Paid People
- Major grants and awards given to the Co-op
- Major decisions such as a shift in focus, a change in approach, partnership dissolution, etc

A good way to determine whether information needs to be collected is to ask: Does the information impacts the development and operation of the Co-op? As such, all people involved in the Co-op needs to be informed and thus the information needs to be recorded or summarized.

Meetings

The following is a non-exhaustive list of **meetings** that need to be recorded

- event planning meetings
- major decisions meetings
- board meetings
- working group meetings
- core member meetings

Meeting Records:

1. **Agenda**: list of proposed things to be discussed at the meeting to keep things on track, with an item at the end that asks other people for any other business
2. **Minutes**: Could be notes that are recorded against the agenda and including a section for major decisions at the end
3. **Actions Log**: If it is a planning meeting, there should be a list of actions to follow up with names to each action and deadlines for each one. This will then be sent around to all the people who are involved with the project and have their names on the actions. See Template in the Drive

Suggestion: Core members should all be leading on a working group. The beginning of all core member meetings should comprise of "Updates", meaning a brief 2 sentence summary on the updates of the working group and/or co-op related issue not relevant to the working group.

Pre-Meeting

1. communication confirm attendance and to obtain things that are to be discussed at the meeting for the agenda.
2. Send out agenda so that everyone knows what will be discussed

During Meeting

1. Designate someone to take notes using the agenda as guidance to prevent digression
2. When there is a need for something to be done, make it clear to the scribe to "record it as an action" with the person(s) responsible and by when it should be done
3. Any important decisions need to be recorded by the scribe as well
4. Efficient meetings = stick to what's on the agenda. There is plenty of time to discuss other areas after the meeting concludes. Keep in mind that everyone at the meeting has given up some of their time to attend a meeting that should be pertinent to what they're working on. It is important to respect the time of everyone who is there for the purpose of the meeting.

After Meeting

1. Assigned scribe(s) need to have a digital copy of the meeting minutes and actions.
2. Complete minutes and actions log needs to be sent out to all members involved in the meeting as well as any member who are involved by not able to attend the meeting + SJTCC Email

Events

As having an online presence is important in building up our reputation and in reaching further audiences, it is important that we communicate with the public. Although that area is part of External Communications, the following are guidelines for internal communication to ensure the success of external communications.

It is important to keep in mind:

- All event planning meetings and important discussions regarding upcoming events need to recorded and logged into the Drive either through SJTCC or through personal access
- Events need to be well documented through both media (pictures, videos, final products) and summaries
- Events documentation need to be rapidly uploaded onto Drive or emailed to SJTCC for immediate dissemination OR the events social media summary need to be on social media channels no more than 2 days after.
- It is equally important to both have the event documented in the Drive and to disseminate it on social media as soon as possible
- The day before, on, and after the event: communication channels need to be open with reasonably speedy replies in case of emergencies and to prevent delays in information documentation and dissemination

Events Documentation Procedure

Pre-Event

In the Drive > Events Folder:

1. Create a folder for the event with date and name
2. Upload any pre-event documents such as minutes/planning documents
3. Upload posters/marketing materials created
4. Link for the specific folder to be sent to members involved in the particular event along with request for any last minute information or social media boosts

During Event

1. Have someone taking pictures (phones, cameras, amateur, professional > doesn't matter)
2. The person involved in the admin of the event needs to have a good idea of how the event is running and make notes of important moments

Post Event

In Events Folder:

1. The admin of the event should write up a snapshot/description of the event (1-2 sentences with bullet point of any notable moments e.g. dancing, awards, raffle winner, speeches, etc)
    a. Upload the snapshot as: "Snapshot + Date"
2. Upload any amended or new documents
3. Anyone who took photos to upload them
4. Comms Team will sort out the folder

Important Ways to Upload

1. Upload the material to the drive through the link sent before the event
2. Send material via email to sjtcommunitycoop@gmail.com

3. Send material to communications member in charge of the event through personal communications such as whatsapp/facebook messenger
    a. Communication member will upload received material onto drive asap (not necessarily before social media dissemination)

Quarterly Summaries

Summaries of major events, decisions, news, and working groups will be distributed every 3 months of which one of the months coincide with the Annual General Meeting. The communications team will be responsibility for creating and distributing the Quarterly Summary.

Recorded communications are a key part of this quarterly report as it will provide the main content for the report. However, the working group leads and core members have the following responsibilities:

1. Working Group Leads: To submit a point form summary of the past 3 months of any updates in the working group including but not limited to: new people involved, upcoming events, past events, breakthrough, updates, different angles
2. Core members: To send a summary note-form of any updates that are not related to any working group for the past 3 months
3. Project Lead: Updates on Partners, Top-Level Parties (e.g. MPs, Big Business, Big NGO)

Submission = send to Communications Leads

Communications Lead Responsibility

1. Sending out reminder emails a week before submission date
2. Create Quarterly Report
3. Distribute Reports and upload a copy on to the Drive
4. Sync SJTCC Email and Drive to ensure that the Drive is up to date every month in terms documentation and recorded communications

Distributed Communication

Type of Information	**Who Receives It?**
Core Meeting Minutes	Core Members, SJTCC, Project Lead
Working Group Minutes	Working Group Members, SJTCC
Informal Discussions i.e. Important Decisions	Core Members, SJTCC, Board, Relevant Parties (i.e Partners)
Quarterly Updates	Co-op Members, Core Members, Working Groups, Board
Annual General Meeting	Co-op Members, Board, General Public, SJTCC
Newsletter	Entire Email List and Social Media Channels

Delegation of roles within the core members:

Each core member should be assigned a working group, this can be done in pairs. Whoever is leading the working groups need to be a part of the core team. The working groups are as such:

1. Outreach
2. Garden/Food
3. Fundraising
4. Timebank
5. OASIS
6. Communications

Each core member leading on the working groups have the following communication responsibilities:

- Be in contact with the communications lead every 2 weeks with any updates, this can be done through the establish preferred communication channel – based on comms log
- Writing a point form summary on the working group every 3 months, this will be included in the quarterly updates sent to everyone in the core team, the board, and the co-op members
- Making sure that all meeting minutes and major decisions are sent to Co-op Email to ensure records are kept
- To maintain active communication lines with communication lead, whichever is more convenient

Please note that each Working Group will have its own Google Drive Folder they can access and upload into if they wish to. If not, then it will be used as a digital records catalogue.