

Internal Communications in an Academic Environment

WINTEC's Internal Communications Objectives:

Update Wintec's internal communications systems. Prior to the use of the SnapComms communications tools, Wintec had limited internal communications channels consisting primarily of an intranet and a weekly e-newsletter. It is a strategic priority for Wintec to use the latest technologies and it was therefore looking to update its internal communication systems.

Effective alternatives to email. Wintec's staff were receiving too many internal emails meaning that message cut through was poor and the internal communications process was inefficient. Wintec was looking for an effective alternative to email for communicating with staff.

Communicate with a geographically diverse workforce. Wintec has 7 campus locations and an employee base consisting of staff in classrooms, at their desks and in the field. An internal communications system was required to reach all employees, regardless of their physical location or nature of work.

Build staff engagement and involvement across the institute. Wintec was looking for an internal communications system to break down silos across the organization and to build the internal brand within Wintec.

Increase staff awareness of events and initiatives across the campuses. In order to build engagement, Wintec regularly runs free events and initiatives open to all staff. Wintec needed a way to effectively promote these events and initiatives and to raise the awareness and perception of the 'extras' available to Wintec staff.

Reduce inefficiencies in the internal communications process. As well as finding more efficient alternatives to email communications, Wintec wanted to be able to delegate the administration of internal communications to other departments where appropriate.

Wintec has been able to meet all of its internal communications objectives using the SnapComms internal communications system. Channels such as; screensaver messages, desktop newsfeeds and pop up staff surveys provide Wintec with an engaging way to reach staff and to ensure message cut through.

"We've significantly reduced the number of all-staff emails that our people receive by utilizing the SnapComms channels. It's a far more effective alternative to email communications, especially as it allows us to track – in real-time - who has received the messages."

Annabel Barbosa, Director Communications, Wintec

Desktop News Feeds

Wintec use desktop newsfeeds to keep staff informed of events around their campuses. The desktop news feed tool allows internal communications to be targeted and message recurrence options help ensure message cut through.

Wintec uses the news feed tool to promote and drive attendance at a range of events including; CEO briefings, social events, wellness seminars and focus groups. Wintec also uses desktop news feeds to send out reminders for nominations for staff awards, to run competitions and promote special offers for staff.

Customer Profile

Wintec is one of New Zealand's leading tertiary education providers with more than 27,000 students, 600 staff and seven campuses.

Internal Communications Situation

Wintec had limited internal communications channels and staff were overloaded with emails. Wintec was looking to update its internal communication systems and to build internal loyalty to the Wintec brand.

Wintec's Internal Communications Tools:

- [Screensaver Messages](#)
- [Pop up Staff Surveys](#)
- [Desktop News Feeds](#)
- [Employee Blogs & Forums](#)

Featuring:

- Message targeting
- Message recurrence
- Easy to use templates
- Message click-through
- Content scheduling
- Content expiry

"The SnapComms internal communications tools are a great way to communicate with staff in an academic environment."

Annabel Barbosa, Director Communications, Wintec

Wintec

Find out how people feel about Wintec - final session today at 12pm



Wintec

REMINDER: listen & talk to our CE Mark today at 12pm in Q1.50





"Screensaver messages have really helped to build our internal brand and culture and act as mini-billboards promoting things of benefit and interest to staff."

Annabel Barbosa, Director Communications, Wintec

Interactive Screensaver Messages

Interactive screensavers provide Wintec with a highly visual way to feature a range of messages and initiatives. Examples include:

- The annual employee awards
- BBQs, Christmas parties and charity events
- Promoting the Wintec brand
- 'What's happening on campus'
- Promoting other communications channels e.g. the magazine and the intranet
- Good news stories, e.g. quality awards and 'What our students are saying'
- Congratulating staff on the graduation of students
- Free events such as; health and parenting seminars
- Free offers such as; newspapers, flu jabs, physiotherapy
- Promoting the launch of new HR system (and offering training)
- Training programs available to staff
- Messages to be conveyed to students

Staff Quiz Tool

Wintec use the pop up staff quiz tool to run fun staff quizzes to build engagement and create a sense of belonging. Examples include quizzes to win; a Christmas hamper, theater tickets, and V8 supercar racing tickets. The first quiz Wintec ran saw 5% of staff respond within a minute, and a ¼ of all staff complete the quiz by the end of the first day.

Staff Survey Tool

The pop up staff survey tool provides Wintec with a means to measure internal communications effectiveness and to gather feedback on events. Wintec is also able to use the staff survey tool to have staff nominate their colleagues for employee awards.

Employee Discussion Forum Tool

The employee discussion forum tool allows the Dean to blog on a weekly basis. Blog posts are promoted to staff via desktop news feeds and reminders in the staff e-magazine.

Electronic Staff Magazine

The SnapMag electronic staff magazine tool allows staff to submit an update or news item into the staff magazine 'On Campus'. It has become an up-to-date 'portal' featuring what's happening anywhere across the campuses and is accessible from the intranet or directly from each employee's desktop.

Desktop Alert Messages

Wintec is able to ensure that urgent internal communications cut through in a timely way with the desktop alert tool. It is often used to alert staff to ITS issues that may be impacting their ability to access software programmes.

The RSVP desktop alert provides the means for Wintec to promote and gather registrations for various staff events such as; focus groups, BBQs and other social events.

The video desktop alert tool allows Wintec to deliver video messages to staff to create a stronger sense of community, for example; videos from the employee awards night and videos from staff about what they have been up during the year.

Message recurrence options

Message recurrence options allow Wintec to set message recurrence options as appropriate for the type of message. For example, a fun staff quiz may prompt the user only twice before reverting to passive opt-in, whereas an important systems outage notification will continue to prompt the user every 45 minutes until the message has been read and/or acknowledged.

Delegated administration rights

Delegated administration rights allow staff outside of the internal communications team, for example the IT, HR and the facilities teams, to generate and send content to Wintec staff.

"Thanks to the use of Snap Communication tools, we have increased use of our intranet by more than 40% in the first year."

Annabel Barbosa, Director Communications, Wintec



HELP US SUPPORT CANTEEN

Thursday, October 30th, Events One, the Hub

12 midday - 1.00pm

HEAD SHAVE, HIP HOP AND BBQ
free entry plus really show your support by getting your head shaved too!

5.00 - 7.00pm

WINE AND CHEESE AUCTION
\$20 donation plus the chance to bid on a Daniel Carter-signed pair of Jockeys!

ALL WELCOME SO BRING YOUR FRIENDS AND FAMILY!