



Best Practices for Communicating the Campus Services Mission & Guiding Principles

This document provides a broad overview of the techniques departments across Campus Services are using to communicate the new mission & guiding principles, as well as build a stronger sense of community. This document will be updated as these techniques evolve and grow. If you have any questions regarding this material or you would like to discuss your specific communication plan, please contact csccommunications@harvard.edu.

- 1) **Performance Management** – Embed expectations directly into the Performance Management Process (PMP) by utilizing competencies from the University’s Competency Dictionary (included in the toolkit) that tie directly to our mission and guiding principles.
- 2) **Staff Meetings** – Build discussions about the mission and guiding principles directly into staff meeting agendas. Talk about the ways employees should be approaching their work and highlight success stories. Embed the PowerPoint template into the beginning of all staff meetings.
- 3) **Recruitment & Onboarding** – Utilize the recruitment process to screen candidates for culture fit. During the onboarding process, use the resources from the toolkit to help new employee awareness of the broader Campus Services organization.
- 4) **Employee Profiles** – Create incentive programs and highlight employees who are living the mission on a daily basis. Post these stories in areas where employees gather, on intranets and websites, etc.
- 5) **Print Collateral** – Hang posters and other print materials in highly visible areas throughout the workplace.
- 6) **Community Building** – To break down the silos and barriers that exist, develop community building activities that are open to all Campus Services employees such as brown bag lunches, host an open house, offer to visit other department staff meetings to talk about your business and share information, involve your employees in local charitable organizations, participate in University-wide events, etc.