



Internal Communications spotlight

Issue #1 | Fall 2022

As UBC’s Internal Communications team, we provide strategic oversight to university-wide communications for faculty and staff in Vancouver and the Okanagan. We launched the Internal Communications (IC) spotlight to share more about how we communicate through different areas of work, initiatives, and campaigns to engage our diverse community.

The theme for the first issue is **giving faculty and staff a voice**. This is an important aspect of our role at the university, as we champion faculty and staff voices. Our role is to help the organization understand the best way to engage this audience in a meaningful way.

GIVING FACULTY AND STAFF A VOICE

UBC Today is a platform for faculty and staff to share who they are and what they do. The *UBC Today* website and ‘weekly update’ provide opportunities for the internal community to introduce themselves and their work through user-generated profiles such as the *30-second bios* and *Research in Focus*. Additionally, *Leadership one-on-one* interviews connect faculty and staff to the university’s leaders to show a glimpse of the person behind the title.

"In our work world, we often just gloss over huge life events as if they just pass by quickly. Thank you for helping to make UBC a place where we humanize our leaders and acknowledge our shared human experience."

Dr. Jenny Phelps
Assistant Vice-Provost
Graduate & Postdoctoral Academic Initiatives

Launched in 2014



[Leadership one-on-one](#)

64

Leaders shared their thoughts on leadership, impact, and important lessons along the way

Launched in May 2017



[30-second bio](#)

66

Faculty and staff shared 30-second bios, from professors and facility managers to postdoctoral fellows and program administrators

Launched in September 2020



[Research in focus](#)

23

Researchers shared their work, from brain health and machine learning to homelessness

I've had great feedback on [my Leadership one-on-one] interview - people liked it a lot. I heard from people I don't even know!

Moura Quayle
Vice-Provost and Associate Vice-President, Academic Affairs
Interviewed November 2021

[Learn more about Internal Communications at UBC](#)

CONNECTING OUR COMMUNITY

While the majority of faculty and staff were working remotely during COVID-19, we invited our community to recognize their colleagues who made a difference. We also invited our internal community to share inspiring photos from wherever they were living and/or working. These initiatives aimed to create community during a time of isolation and uncertainty.

Thank a colleague who made a difference

We invited faculty and staff to share thank you messages during [August 2020](#) and [December 2021](#).

Collective photo essays

We invited faculty and staff to share photos inspired by the [fall season](#), [holidays](#), and [spring blossoms](#).

"The 'thank you' campaign is a simple idea that is having a powerful impact. Thank you for coming up with the idea, executing it and generating this unexpected outpouring of humanity in the process."

Steph Troughton

Senior Manager, Communications
Faculty of Forestry

186%

increase in submissions

Sharing 'thank you' messages on *UBC Today* became increasingly popular, as demonstrated by the increased submissions in the second initiative

280+

thank you messages

Thank you messages were submitted by a broad range of faculty and staff, including Vice-Presidents, Assistant Deans, technicians and executive assistants

19,000+

page views

The photo essays are some of the most viewed content on *UBC Today*

GUIDING OUR WORK WITH AUDIENCE FEEDBACK

We regularly invite faculty and staff to get their feedback on how they receive information about what's happening at the university and how it impacts their work. Survey results and findings are shared with the community, including UBC's senior leaders and executives - this feedback shapes and prioritizes our work to meet the needs of our diverse audience.

"I wish to see more platforms to facilitate more two-way dialogue, and the ability for people to connect, engage, and collaborate with colleagues."

2020 survey participant

84%

faculty

Faculty get direct updates from their supervisors, hear about UBC news at work before in the media, and know what's happening in other units*

75%

staff

Staff feel well-informed about UBC's plan and priorities as a whole*

85%

faculty and staff

Find the UBC Today website is "somewhat relevant" or "very relevant"*

**Results from the November 2020 survey*

[Learn more about Internal Communications at UBC](#)