

# Internal Communications spotlight

Issue #3 | Summer 2023

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 community.

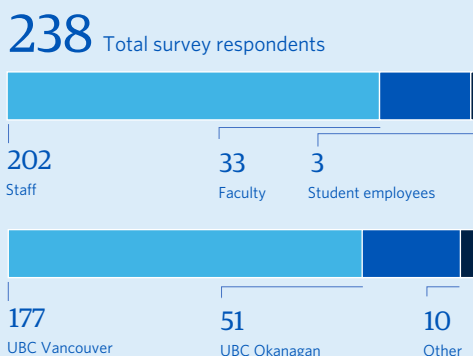
In this issue, we highlight key learnings from the 2023 Internal Communications at UBC survey, which was shared with 18,953 faculty and staff between Feb. 27 and Mar. 17 through the UBC Today website and weekly update. The survey highlights internal communications at UBC, including the work of the central Internal Communications team.

## Internal Communications at UBC: key findings from the 2023 survey

- Most respondents read/scan key institutional channels.
- Many respondents would like to receive more relevant and timely content.
- Creating an intranet continues to remain a key theme.

The majority of the trends captured are consistent with those reported in previous years through the Open Minds Forum\*.

For this survey, with a total respondent sample of 238, the estimated margin of error is ±6.3%.



### WHAT WORKS WELL

#### Internal communications as a whole is perceived favourably



8 in 10 respondents value internal communications in their Faculty/Unit

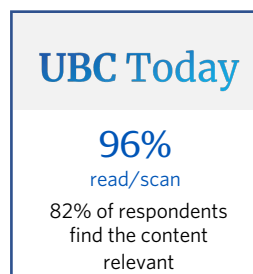
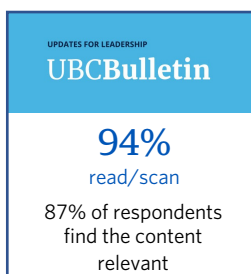
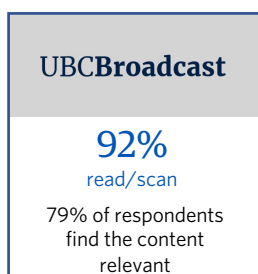


7 in 10 respondents agree they receive updates on the progress and priorities of their Faculty/Unit



7 in 10 respondents agree that information received through central internal communications channels helps them feel connected to what’s going on at UBC

#### 9 in 10 respondents read or scan email-based central internal communications channels



\* The Open Minds Forum was a panel program where faculty and staff opted in to receive surveys, in order to share feedback and suggestions on university initiatives. It was discontinued on Dec. 31, 2021. As a result, the Internal Communications at UBC survey was shared through the UBC Today website and weekly update.

---

## WHAT CAN BE IMPROVED

---

Some respondents indicate that internal communications are effective given the decentralized nature of UBC, while others point towards finding different ways to engage with such a broad and diverse community.

Provide more audience-specific messaging



“Create a way to communicate with specific audiences on each campus so messaging can be more targeted.”

Reduce institutional emails and build awareness of the UBC Today website



“It would be wonderful to have an intranet to access resources, connect socially and get the employee-specific information that often is not captured on public-facing websites.”

Streamline communications between units and university channels



“Given the number of channels and units that target our faculty and staff, there might be some opportunities to improve how some of the internally focused units work together to share projects and initiatives.”

---

## WHAT HAPPENS NEXT

---

1

Improve our understanding of internal communications activities, challenges and opportunities at a Faculty/Unit level

2

Explore opportunities to raise awareness of the UBC Today website, in the absence of an intranet

3

Explore multimedia approaches to storytelling when featuring different faculty, staff, and teams

---

We aim to build a communications culture within UBC, where faculty and staff feel informed, engaged and connected.

[Learn more about Internal Communications at UBC.](#) If you want to find out more about the survey results, [get in touch!](#)