

IT COMMUNICATIONS STRATEGY

VISION

Transforming University life through the use of digital technologies and services.

MISSION

Our mission is to both support and contribute to the Brookes University 2020 plan through the use of Information Technology services.

To highlight the fundamental role that communications have in enabling IT to deliver the right services to the University, ensuring those services are driven by the University's strategy.

That every team member recognises their role in communicating about and representing IT Services. Both formal and informal communications will ensure that colleagues are aware of their individual role in our 'one team' vision, to actively drive a collaborative sense of ownership and further strengthen team working.

KEY COMMUNICATION TOOLS

- **IT STRATEGY** | Communicates the value of IT to the business as well as planning for the future.
- **PERFORMANCE DASHBOARDS** | Demonstrate the value of IT to the business.
- **IT POLICIES** | Create consistent action and deliver to the same standards.
- **IT UPDATES** | (internal get-togethers) and external channels - help to build commitment and engagement within the IT team as well as sharing strategic and service news with the business.
- **SATISFACTION SURVEYS** | How we know if we are delivering on strategy and services.
- **IT SERVICE DESK** | The first point of contact for services and support.
- **IT BUSINESS PARTNERSHIP MANAGERS** | Relationship and communication responsibilities.

ANNUAL ACTIVITY PLAN

The annual activity plan details significant communication activities throughout the academic year, by audience. It maximises opportunities to engage, inform and converse with the Brookes community, IT colleagues and key supplier relationships and delivers relevant, accurate and timely information in support of IT services, projects and training.

CHANNELS : AUDIENCES



STUDENTS

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IT websites
Message of the Day
IT Service Desk
Corporate email
Print and digital signage
Brookes social media
Induction/enrolment
Freshers Fair
End of year review

UNIVERSITY STAFF

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IT websites
IT Service Desk
Corporate email
OnStream
Brookes social media
IT e-news
Print and digital signage
Business Partners
End of year review

ITS STAFF

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IT websites
EXEC minutes/OMT
IT email round-up
IT update get-togethers
Performance reports
IT Staff Engagement Group
End of year review
Agile huddles

SUPPLIERS/PARTNERS

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IT websites
Business Partners
University Publication Scheme
Commercial events
End of year review