

# COMMUNICATION Goal 3.1

## STRATEGIC PLAN COMMUNICATION

- a) Within 6 months, we will develop a plan for communicating our *Metropolis Strategic Plan*, Statement of Why, Vision, Mission, Core Values and Strategic Goals; and
- b) Within 9 months thereafter, we will implement our *Strategic Plan Communication* program on a continuous basis to measure and describe achievement of key milestones.

COMMUNICATION GOAL 3.1 ACTION PLAN			
Specific Key Actions Necessary To Achieve Communication Goal 3.1	Who Must Do Each Action	Timetable: How Many Months or Days To Finish Action From Previous Action	How Will We Know When This Action Has Been Completed
1. Recruit of Communications Goal 1 Task Force (“COTF1”)	Communications Strategic Planning Task Force and the Goal Captain	1 month after Start Date	COTF1 members agree to serve
2. Recruit Parish communications representatives (“Champions”) to regularly communicate with their Parish about the Metropolis strategic plan	Metropolis Strategic Planning Team and each Parish Priest	2 months after step 1	Champions from each Parish agree to serve
3. Prepare draft communication strategy plan and initial messages regarding the Strategic Plan, Statement of Why, Vision, Mission, Core Values and 34 Strategic Goals	COTF1 and Metropolis communications team	Simultaneously with step 2 (i.e., 2 months after step 1)	Communications strategy and messages are completed
4. Conduct several Skype or video conference of Parish Champions to discuss communication strategy plan and initial messages	COTF1	2 months after step 3	Skype and video conference sessions are completed
5. Deliver communication strategy plan and initial messages: (a) on Metropolis strategic plan website (“MWeb”); and (b) on Metropolis Resource Center Portal (“Portal”); and (c) to each Parish Clergy and Champion	COTF1	Simultaneously with step 4 (i.e., within 2 months of step 3)	Messages on MWeb, Portal and in the hands of each Parish Clergy and Champion
6. Prepare a template Communications Status Report of actions for each Strategic Plan Goal and deliver to MWeb, Portal and Parish Clergy and Champions	COTF1 and Champions	1 month after step 5	Template finalized
7. Communications Status Report is regularly updated by COTF1 and HC and delivered to MWeb, Portal and Parish Clergy and Champions	COTF1 , TFC & GC	Beginning 1 month after step 6	Status Report is delivered continuously