

VPFO BRAND WORKSHOP

November 26, 2019

COMMUNICATIONS & ENGAGEMENT, VPFO





VPFO COMMUNICATIONS & ENGAGEMENT



Photo by: Janice Weigel

Chris Freek
Director, Communications & Engagement

Alfie Penfold
Communications Specialist

Annie Mullins
Communications Specialist

Yvonne Kwok
Communications Specialist

AGENDA

- Introductions (5-10 minutes)
- Writing for your audience (20-25 minutes)
 - presented by Carolyn Ali, Creative Writer UBC Communications
- VPFO communications update (20-25 minutes)
 - VPFO Strategic Plan: Features stories
 - Email signatures
 - Platform for communications
- Group discussions and questions (15-20 minutes)



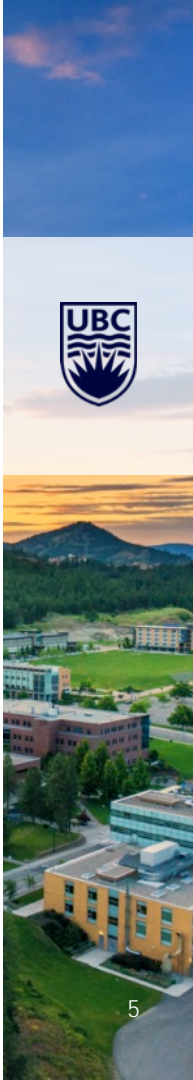
CAROLYN ALI: WRITING FOR YOUR AUDIENCE



Carolyn Ali
Creative Writer, UBC Communications

VPFO STRATEGIC PLAN: FEATURE STORIES

- VPFO Strategic Plan: <https://vpfo.ubc.ca/strategy>
- 2019 President's Staff Award winners: Living and Breathing Service: September 2019





Living and Breathing **SERVICE**

There is no better proof of our commitment to operational excellence than our 2019 President's Staff Award winners



<https://vpfo.ubc.ca/2019/09/living-and-breathing-service-recognizing-the-vpfo/>

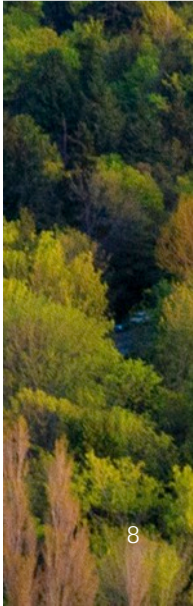
VPFO STRATEGIC PLAN: FEATURE STORIES (CONT'D)

- The flow of water: *December 2019*
 - Building Operations, Energy & Water Services, Safety & Risk Services, VPFO Finance



VPFO TERMINOLOGY

- **Portfolio:** VP Finance & Operations (VPFO)
- **Group:** Facilities
- **Department:** Energy & Water Services
- **Division:** Engineering & Utilities
- **Unit:** Electrical Utilities
- **Team (optional):**



EMAIL SIGNATURES

- New VPFO signature guide:
<https://vpfo.ubc.ca/staff/communications/communications-templates/#signature>
- Updated format to align with UBC template.
- Our template outlines how to incorporate VPFO portfolio, group, department name into your email signature.

John Doe PEng ([He](#), [Him](#), [His](#))

Senior Manager

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COMMUNICATIONS PLATFORM

- Communication templates, guides, and resources
- Content currently in VPFO website > staff > Communications

ew Favorites Tools Help

Home Strategic Plan Leadership Departments Policies & Guidelines About Us Staff

HOME > STAFF > COMMUNICATIONS

Staff
Bright Ideas
Communications

COMMUNICATIONS

As trusted strategic communications experts, VPFO Communications works with the people of the VPFO to positively position the portfolio and its constituent units within UBC and its community, and to facilitate the movement of operational and strategic information by:

1. Providing strategic communications consultation and guidance to support

VPFO Employee Newsletter Archive
OCTOBER 24, 2019
VPFO EMPLOYEE NEWSLETTER: SEPTEMBER -



DISCUSSION

Thinking about how you work and interact with our team on a daily basis:

- How do we help you achieve your goals at work?
- What would be one way we could improve our service to you?
- What type of communication challenges do you encounter during your jobs?
- In three words, how would you sum up the Communications & Engagement team?
- What would be the most useful piece of information / content we could include on a Communications & Engagement website?



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