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Executive Summary

Office Definition

Communications & Public Relations handles all departmental communication, inter-departmental communication, and general PR work for the department. The coordinator also promotes employee morale, manages departmental social media sites, is responsible for the departmental and state-wide events, serves on fundraising and scholarship committees, and maintains lines of communications through the campus community to keep all parties informed of anything Facilities Services related. The communications coordinator works to keep all Facilities Services communications consistent by enforcing university branding rules and policies. It is the objective of the communications coordinator to maintain transparency in all communications both within the department and with Facilities Services customers. This includes facilitating communication between departmental units and the campus community.

Vision

The vision of the communications and public relations office is to lead efforts in pursuing the mission of the Facilities Services Department by being a trusted first source of communication on behalf of the department through creating original and relevant content to maintain engagement throughout the university community.

Operating Highlights

- Creation of the Facilities Services Student Assistant Scholarship Fund through work on the scholarship committee.
- Hosting the inaugural Facilities Services Student Assistant Scholarship Fund Golf Tournament.
- Hosting and attending the 2018 APPA Supervisors Toolkit at UT Knoxville.
- Management of the Facilities Services, Cone Zone, UT Master Plan and TNAPPA websites.
- Departmental Documents – creation of annual large-scale department documents in addition to supplemental publications.
- Expansion of Facilities Services social media outreach.
- Increased employee participation in departmental events and recognition programs.
- Big Orange Family Campaign – Served on executive committee and helped Facilities Services receive the Most Improved Division Award in 2018.
Moving Forward

To maintain and increase engagement with Facilities employees, the university, and our local communities it is paramount that original and relevant content be created by the communications and public relations office and distributed throughout established and new communications channels. Creating new content and increasing engagement on the department social media platforms is a short term goal for the office. Elevating the quality of videos produced by the department ties into the above, but will be tackled as a separate goal due to time constraints. Creating consistent frontline communication standards for our field employees has been a challenge in the past and is top priority moving forward. These standards will be part of an expanded and established standardized communications plan. While the subunit complete its targeted goals and deadlines, the constant challenge is time. Additional responsibilities are taken on annually and time is always at a premium for the communications coordinator and team of students.

Brooke Krempa, Communications Coordinator
Communications & Public Relations
September 25, 2018
Office Definition

The Communications & Public Relations Office aims to foster and promote all departmental and inter-departmental communication, as well as public relations work for the Facilities Services Department.

It is the responsibility of the coordinator to promote employee morale, manage Facilities Services social media sites, create and promote departmental videos, plan department events, act as the Public Information Officer for the Facilities Services Emergency Task Force and designated campus situations, manage the branding of all Facilities Services units and subunits, maintain the campus-wide Building Representative list, manage the content on the campus Cone Zone and department “under construction” page, develop accreditation and management documents as needed, promote the department through campus and state-wide events when appropriate, field customer questions and concerns, act as the website content manager of the Facilities, TNAPPA, Master Plan and Cone Zone websites, and serve as a chair or committee member on fundraising and scholarship committees.

The office also organizes and completes annual departmental surveys and has a hand in the organization and development of departmental policies, goals, and master plans.

Promotion and development of department-based workshops for campus is also the responsibility of the communications coordinator. All workshops are developed with the assistance of the presenting Facilities Services subunit and are promoted and organized through the Communications & PR subunit.

Planning for APPA, SRAPPA and TNAPPA conferences, toolkits and workshops falls under the responsibility of the communications coordinator. This includes events like the APPA Supervisor Toolkit hosted by UT Facilities Services in March 2018.

It is also the responsibility of the communications coordinator to compile and produce the Facilities Services Department’s annual review document, quarterly project catalogs, and department service guides.
Vision

Communication has the ability to create. Relaying accurate information creates confidence in an organization, both internally and externally. Confidence in Facilities Services is paramount to achieving its many goals. This confidence will translate into a transformed image of what Facilities Services truly is, and how it is not only in line with, but crucial to, the overall goals of the University of Tennessee, Knoxville.

A position reputation and relationship with customers and employees is built in part by open communication. Clear communication is critical to the success of an organization as it shapes ideas and attitudes, and also promotes productivity. Outlined below is path Communications & Public Relations can travel to achieve the office’s goals.

The vision of the communications and public relations office is to lead efforts in pursuing the mission of the Facilities Services Department by being a trusted first source of communication on behalf of the department through creating original and relevant content to maintain engagement throughout the university community.
Operating Highlights

Office of Communications & Public Relations

Facilities Services Student Assistant Scholarship Fund
The Student Assistant Student Scholarship Fund was established in October 2017 by a committee that represents each Facilities unit. The communications coordinator assisted the committee chair in the creation and establishment of the scholarship.

Once created, the scholarship needed to be funded. Several fundraising efforts planned by Communications & PR and Special Projects, with assistance from committee members, resulted in nearly $22,000 raised for the scholarship in its first year. Bakes sales, a flower sale and golf tournament were all developed by key members in the committee, including the communications coordinator. In its first year the scholarship was awarded to two students – exceeding committee expectations and time lines.

Office of Emergency Management
The communications coordinator is involved with the Facilities Services portion of emergency management in various levels. The coordinator acts as the Emergency Operations Center Coordinator for the department, as well as support for the call center.

The subunit is also responsible for the upkeep of the department’s Emergency Response Plan that ties into campus-wide emergency response. The coordinator also acts as the campus-wide Public Information Officer for Facilities Services related emergencies.

Website Development & Maintenance
The communications coordinator is responsible for the content development, organization and maintenance of the Facilities Services Department website, as well as several other related campus or organization sites including the Cone Zone site, Master Plan site, and TNAPPA site.

Satisfaction Surveys
In March 2018 the Communications & PR subunit conducted and tabulated the Facilities Services Employee Satisfaction Survey to evaluate the perspectives and opinions of the department’s employees regarding their daily work experience. This year 208 employees participated in the survey, which is on par with the 214 who participated the year before in 2017. Communications & PR will conduct the survey again in 2019.

APPA FPI Survey
Each year, the communications coordinator is responsible for the completion of the 450-question APPA FPI Survey. The coordinator gathers all the necessary information from Facilities, as well as other campus units.
American School & University
During the course of the year the subunit organized, created, and submitted separate portfolios featuring campus buildings for American School & University publications. The portfolios consisted of architectural-style images, which the communications coordinator organized and shot with the assistance of UT Photography, project data, site plans, and manufacturer lists.

Department Events
The department’s two annual large-scale events are organized by the communications coordinator. The Fourth of July Picnic and Holiday Parties are planned and executed by the subunit. This includes space and event rentals, food orders, soliciting prizes, transportation, and hosting. An additional holiday party has been added to accommodate third shift employees and it takes place the same day as the first shift event. This year’s attendance of both the Fourth of July Picnic and Holiday Party were slightly higher than previous years.

Communications & PR also hosted a “Torchbearer Tuesday” event in April 2018. During this event the department promoted its social media pages, One Call number, and large campus construction projects. The department Twitter and Instagram pages saw a significant increase in followers because of the event.

In March UT Knoxville hosted the APPA seminar, Supervisor’s Toolkit: Nuts and Bolts of Facilities Supervision. More than 40 individuals from across the country participated in the toolkit at the Facilities Services Complex. The communications coordinator organized the logistics of the event, creating location information sheets for participants, ordering all meals, and assisting the APPA organizers with all other needed items during the week long training.

In conjunction with the new FS Student Assistant Scholarship, Facilities Services hosted its first Student Assistant Appreciation Week in 2018. The communications coordinator teamed up with FS Special Projects to create gift bags for more than 40 student assistants working in the department. The coordinator ordered meals and snacks that were available to students throughout the week. This event was used to promote the new scholarship and there are plans to continue celebrating the week each year.

Facilities Services Annual Report
The Facilities Services Annual Report is one of the large-scale projects the Communications & Public Relations subunit completes on an annual basis. Last year’s document details a department overview, unit summaries, and unit/subunit annual reports. The communications coordinator and student assistants worked with each Facilities Services subunit to update their summary and annual review information for the document. Each year the report is published on the department website.

Employee Recognition Programs
The communications coordinator organizes and promotes departmental recognition programs. These programs include Employee of the Month, Chuck Thompson Outstanding Employees Award, and Exceptional Team. Gift cards are given to Employee of the Month and Exceptional Team members each month and the coordinator organizing all details associated with the programs. The coordinator also organizes the annual Chuck Thompson Awards by chairing the selection committee, compiling all nominations, ordering awards and scheduling the event.
Newsletters
The Communications & PR subunit has continued to maintain and expand upon the content in both Facilities Services Weekly and the Facilitator. The bi-monthly newsletter has consistently been more than 10 pages, and Facilities Weekly has steady participation from all of the Facilities subunits. Distribution lists for both newsletters continue to grow.

Social Media Outreach
The Communications & PR subunit is responsible for the management of the department’s six different social media platforms – Twitter, Instagram, Facebook, YouTube, Pinterest, and Google+.

The reach of the department’s existing social media accounts expanded during the past 12 months. The FS Twitter account now has 1,237 followers compared to 1,067 in August 2017, the Instagram account now has 589 followers compared to 436 in August 2017, and Facebook likes have increased to 548 from 432. These platforms are used to promote department events, announcements, notices, and accomplishments. Each month the subunit produces analytics of each of the social media sites to track the department’s progress and reach.

Building Representative List
The subunit continues to update the campus-wide Building Representative List three times annually. This affords Facilities Services the ability to keep a more accurate list for both maintenance and emergency preparedness.

The subunit also maintains an emergency contact list for the use of the Office of Emergency Management and UTPD. Once the list is updated it is posted to the Facilities Services website.

Cone Zone Website and Physical Signs
The Cone Zone website is now managed and maintained by the communications coordinator. The site was redesigned for increased usability and was launched in August 2016. Cone Zone is updated monthly with new content and project images.

The subunit has also taken on the task of keeping detailed records of physical Cone Zone signs on campus. An interactive map has been created that links to photos of the signs in the designated map areas. This map will be used to update signs in disrepair and to keep track of signs that may be out of date.

Big Orange Family Campaign
The communications coordinator serves on the executive committee for the UT Knoxville Big Orange Family Campaign. The coordinator organizes all team leads and materials, promotes the campaign, and provides assistance wherever necessary. In 2018 the Facilities Services Department received the Most Improved Division Award from the Chancellor’s office.
Challenges/Needs Assessment

Marketing
The communications coordinator will continue to work on the departmental marketing campaigns for Make Orange Green, UT Recycling, Sustainability, Arboriculture, Stormwater Management, Cone Zone, One Call and the department as a whole. The coordinator will work with the managers of each of the subunits, along with UT Creative Communications, to ensure the campaigns fit specific needs. There are also plans to further expand Make Orange Green and to emphasize the different units involved in this call to action. The responsibility of approving all university branding products provided by Building Services also falls under the purview of the communications coordinator.

Frontline Communication
It is the subunit’s goal to create a frontline communication standard with the implementation of future phases of Archibus and the distribution of handheld devices. A formal plan will be organized and implemented as Archibus rolls out in phases. The communications coordinator also serves as the co-chair of the department Communications Committee. The committee is tasked with improving communication throughout the department. The committee co-chairs will hold small focus groups with all units/subunits/zones in the department to determine how best to implement a communication plan to improve frontline communication among all groups in the Facilities Services Department.

Communications Committee/Task Force
The communication coordinator serves as a co-chair on the newly formed communications committee. This committee is tasked with improving communication throughout the department and has begun meeting with different units/subunits/zones throughout Facilities to determine where our breakdown points in communication are. The committee will then give recommendations that will ultimately form the department’s communication plan.

Communications Plan
The communications coordinator has set a goal to have a standardized communication plan in place for various forms of communiqué (students, faculty, staff, building occupants, building representatives, media, departmental, and emergency). The information we gather through surveying these different groups will help us to form these communications standards. These will most likely be several drafts and revisions to each of these plans. Once they are in place, they should function organically and will be updated as necessary.

Workshops
Due to time constraints and various other departmental events, there has been a hold on the Facilities Services Fundamentals workshop series. There are three workshops planned for the 2018-2019 academic year: Cleaning vs. Disinfecting hosted by Building Services and Training during the fall semester, and during the spring semester we will host workshops hosted by Construction Services and the Office of Sustainability.
Facilities Services DIY Series
Facilities Services DIY Series videos will continue to be created and distributed during the 2018-19 academic year. Videos will include cleaning, home repairs, and promotional videos for the Office of Sustainability.

Department Annual Report
An annual report created for the department again in 2018 and the communications coordinator will continue to create this document on an annual basis. The coordinator will gather, format, and publicize this annual review every year.

National Publications
As in years past, the communications coordinator will continue to submit portfolios to American School & University publications. The coordinator will also seek out national exposure through specialized publications that feature sustainability, landscaping, construction, recycling, etc. This process has already begun with arboriculture and sustainability.

Quarterly Project Reports
The communications coordinator will continue to create quarterly project reports for the associate vice chancellor’s office.

Increased Original Content
It is the goal of the communications coordinator to produce original social media content to meet expectations of followers and to aid in expanding the department’s social media presence.

Department Scholarships
Work will continue to raise money for the Facilities Services Student Assistant Scholarship Fund. Efforts include serving on the scholarship committee, promoting the scholarship, and fundraising through various sales and the annual Golf Tournament. Planning and advertising the tournament falls heavily to the communications coordinator.

Facilities Services Website
Updates are made to the Facilities Services website on a weekly basis. These updates are the responsibility of the communications coordinator. The website is now hosted on WordPress and several content and design updates are planned for Fiscal Year 2019.

Department Events
The coordinator will continue to plan annual department events. The upcoming department holiday parties are planned and executed by the coordinator. These parties include first shift – 550 individuals, Building Services and Zone Maintenance third shift – 65 individuals, and Steam Plant second and third shift – eight individuals. Each party includes meal planning, prize drawings, and transportation (with the exception of Steam Plant).
TNAPPA Board
The communications coordinator was voted onto the TNAPPA Board during the summer of 2016. Board members serve two year terms and in 2018 the communications coordinator began her second term, making her the most senior member of the current board. Responsibilities include management of the TNAPPA website, distributing announcements, helping to organize scholarships, and assisting host schools with their conference plans.

Recognition/Department Involvement
The Communications & Public Relations subunit will continue to organize, execute and publicize the Employee of the Month and Exceptional Team programs.

Newsletters
The communications coordinator will maintain the standard of content in both Facilities Services newsletters. Design for the Facilitator was updated again last year and will likely undergo further updates in the 2019 calendar year. Mailing lists have expanded for both lists during the last 12 months.

APPA FPI Survey
The communications coordinator is responsible for the completion of the 450 question APPA FPI Survey in 2018. The coordinator will gather all of the necessary information from Facilities, as well as other campus units. This year’s survey will be complete by the December deadline.

Social Media
The communications coordinator will continue to expand the department’s social media reach by creating new content. Development of the associate vice chancellor’s Twitter account also continues.

Employee Survey
The subunit will organize and distribute the 2019 employee satisfaction survey in March 2019. If the participation numbers are higher than those in 2018, there will be plans to turn the annual survey into a bi-annual survey. Survey results will be compiled and distributed by the communications coordinator.

Building Representatives
The subunit will continue to maintain and update both the public and private (emergency contact) Building Representative lists. Updates will be completed twice annually to ensure the list is as up-to-date and comprehensive as possible.

Handbooks
The current employee and customer handbooks will be updated again in the coming months to reflect new policies, procedures and branding.
**Strategy**

**Marketing**
Department marketing campaigns continue throughout the year. The communications coordinator will continue to work with the managers of appropriate offices, along with UT Creative Communications, to ensure campaigns fit specific needs. The communications coordinator will also be in charge of creating new materials for our Culture Committee and will work closely with the committee chairs to launch and promote the initiatives. Approving department university branding products will continue and remains under the purview of the communications coordinator.

**Frontline Communication**
The communication coordinator chairs the Communication Committee that has a shared goal of increasing frontline communication. The creation of communication liaisons in each group are meant to help improve the department’s current frontline communication issues. The communications coordinator will meet with each group’s liaison, during the liaisons’ shifts, to discuss upcoming department and university events and programs, department policies, and any other topics the liaison or communications coordinator deems fit. Focus groups are also being held across the department and the coordinator, along with other members of the committee will schedule and attend these meetings three times annually.

**Communications Committee/Task Force**
The Communications Committee continues to meet regularly and plans to implement communications liaisons to increase overall communications in the department. The committee will also add other task forces in getting information to all department groups. The 24 department focus groups will be held three times annually.

**Communications Plan**
The communications coordinator will take the information gained during the Communications Committee focus groups and meetings with liaisons to develop a department-wide communications plan. Communications standards will be set and distributed to the department.

**Workshops**
Three Facilities Services DIY workshops will be held annually, one during the fall semester and two in the spring semester. The communications coordinator will continue to work with different Facilities Services offices to create workshop content and promote the program.

**Facilities Services DIY Series**
DIY series videos will be created for the department YouTube channel after each DIY workshop. Communications & PR student assistants under the guidance of the coordinator will work with each unit to produce their series of videos.
Department Annual Report
The department annual report will be compiled, produced and promoted by the communications coordinator each year. This includes ensuring department offices stick to submission deadlines.

National Publications
The communications coordinator will gather information, work with photographers, and submit portfolios for the American School & University publications.

Quarterly Project Reports
Information will be gathered from each unit to produce quarterly project reports for the associate vice chancellor's office. The communications coordinator will gather all information, design all publications and promote all documents.

Increased Original Content
The communications coordinator will work with student assistants to increase the original social media content published by the department. Student assistants will be given assignments based off the office's social media content calendar and new programs are in development.

Department Scholarships
Work will continue to raise money for the Facilities Services Student Assistant Scholarship Fund. Efforts include serving on the scholarship committee, promoting the scholarship, and fundraising through various sales and the annual Golf Tournament. Planning and advertising the tournament falls heavily to the communications coordinator.

Facilities Services Website
The communications coordinator will continue to manage the department website through content updates and branding changes when necessary throughout the year.

Department Events
Major department events will be managed by the communications coordinator. This includes planning, organization, budgeting and execution.

TNAPPA Board
The communications coordinator will continue to serve on the TNAPPA Board. Currently the most senior member on the board, the communications coordinator is providing guidance to the current board president about upcoming events in addition to regular web duties.

Recognition/Department Involvement
The Communications & Public Relations subunit will continue to organize, execute and publicize the Employee of the Month and Exceptional Team programs.
**Newsletters**

The communications coordinator will maintain the standard of content in both Facilities Services newsletters. Design for the Facilitator was updated again last year and will likely undergo further updates in the 2019 calendar year. Mailing lists have expanded for both lists during the last 12 months.

**APPA FPI Survey**

The communications coordinator is responsible for the completion of the 450 question APPA FPI Survey in 2018. The coordinator will gather all of the necessary information from Facilities, as well as other campus units. This year’s survey will be complete by the December deadline.

**Social Media**

The communications coordinator will continue to expand the department’s social media reach by creating new content as described above.

**Employee Survey**

The subunit will organize and distribute the 2019 employee satisfaction survey in March 2019. If the participation numbers are higher than those in 2018, there will be plans to turn the annual survey into a bi-annual survey. Survey results will be compiled and distributed by the communications coordinator.

**Building Representatives**

The subunit will continue to maintain and update both the public and private (emergency contact) Building Representative lists. Updates will be completed twice annually to ensure the list is as up-to-date and comprehensive as possible.

**Handbooks**

The current employee and customer handbooks will be updated again in the coming months to reflect new policies, procedures and branding.
Performance Tracking/Evaluation

Marketing
The department’s marketing campaigns will each be tracked by their own specific deadline.

Frontline Communication
The success of increasing frontline communication will be tracked through the department focus groups and through the department employee satisfaction survey.

Communications Committee/Task Force
The Communications Committee/Task Force will meet regularly to discuss its progress. All new initiatives will also be sent to the associate vice chancellor and directors for evaluation.

Communications Plan
The first draft of the communications plan will be completed in early 2019. The plan will be vetted through front line employees and administration before being published.

Workshops
Three workshops will be held annually, one during the fall semester and two during the spring semester. Attendance to the workshops will be used to evaluate the program.

Facilities Services DIY Series
YouTube analytics will be used to determine the popularity of these DIY series videos. Changes will be made if and when necessary.

Department Annual Report
The communications coordinator will continue to create this document on an annual basis.

National Publications
The communications coordinator will continue to submit portfolios to national publications on an annual basis. At least one portfolio is slated to be submitted to each publication each year to ensure we will have relevant content moving forward.

Quarterly Project Reports
The communications coordinator will continue to create quarterly project reports for the associate vice chancellor's office.
**Increased Original Content**
Once all vacant student assistant positions are filled one student will be designated to social media content under the direction of the communications coordinator.

**Department Scholarships**
Events used to raise scholarship funds will be evaluated by money raised on a case-by-case basis. Scholarship applications will also be evaluated annually to track interest.

**Facilities Services Website**
Maintenance and management on the website is continuous.

**Department Events**
Department events will be kept on budget by the communications coordinator. Participation in each event is tracked through our raffle ticket system.

**TNAPPA Board**
Board memberships are two year terms. Success of the board is determined through money raised during events/conferences, and participation in events and scholarships.

**Recognition/Department Involvement**
Department involvement in recognition programs is tracked by the communications coordinator on a monthly/yearly basis when appropriate.

**Newsletters**
Newsletter distribution takes place weekly and bi-monthly.

**APPA FPI Survey**
The APPA FPI Survey deadline is set by APPA and is met by the communications coordinator.

**Social Media**
The communications coordinator tracks the reach of all department social media accounts on a monthly basis.

**Employee Survey**
Participation in the employee survey is tracked annually by the communications coordinator.

**Building Representatives**
The Building Representative list is updated and posted at least twice annually.

**Handbooks**
Deadlines are set by the communications coordinator to publish and distribute handbooks.
Resources

Time is always at a premium. The communications coordinator is consistently taking on additional responsibilities within the department. This puts a significant time constraint on the role and many long-term and mid-term projects have been delayed because of regular projects, management, and additional job duties. While student assistants do lighten the subunit’s work load to an extent, their high turnover rate and limited level of responsibility restricts the amount and type of work they can complete. A full time employee would allow the communications and public relations office to distribute more creative content, focus more closely on employee outreach and morale, and would allow the time needed to dedicate to mid-term and long-term projects.
Team Members

Brooke Krempa
Communications Coordinator
Departmental and Interdepartmental Communications & Public Relations

Kendall Whiteside
Student Assistant (former)
Assists in Departmental and Interdepartmental Communications & Public Relations

Mattie Jennings
Student Assistant (former)
Assists in Departmental and Interdepartmental Communications & Public Relations