

Sample Three-Year Strategic Communication Plan

Communication Goal - Increase awareness of and commitment to compliance and ethics via various modalities

Strategy 1: Establish presence in existing e-newsletters

Action Item	Responsible party	Timeframe for completion	Deliverable	Year		
				1	2	3
Establish monthly compliance update in weekly e-mail newsletter to all employees – provide information: <ul style="list-style-type: none"> About changes in the law About changes in policies In recognition of ethical behavior Guidance on difficult areas Performance reviews tied to Code of Conduct 	C&E Communication Lead	Begin by June 20__	Monthly compliance blurb	✓	✓	✓
Establish compliance update in monthly e-mail newsletter to management	C&E Communication Lead	Begin by July 20__	Compliance blurb every other month	✓	✓	✓
Establish a quarterly Compliance E-Newsletter	C&E Communication Lead	Begin in 3rd quarter 20__	E-newsletter design and content		✓	✓
Utilize video shorts	Chief Compliance Officer	2nd quarter	Library of video shorts		✓	✓
Announce training initiatives	C&E Education Lead	2nd quarter	Communication plan for training	✓	✓	✓

Strategy 2: Expand Use of Compliance Portal on Intranet

Action Item	Responsible party	Timeframe for completion	Deliverable	Year		
				1	2	3
Create a Monthly Compliance Blog	Chief Compliance Officer	Begin 4th quarter 20__	Blog content	✓	✓	✓
Update Intranet Resources: <ul style="list-style-type: none"> Compliance personnel Links to policies Links to important regulatory updates Training materials 	C&E Intranet Lead	Begin 2nd quarter 20__	Semi-annual updates	✓	✓	✓
Provide Tools for employees: <ul style="list-style-type: none"> Privacy FAQs Decision guides 	Privacy Officer/ C&E Intranet Lead	Begin 2nd quarter 20__	Upload tools as developed, otherwise at least semi-annually	✓	✓	✓
Utilize video shorts	Chief Compliance Officer	2nd quarter	Incorporation of videos into training and communication		✓	✓
Enable “Chat” function with compliance personnel via intranet portal	Chief Compliance Officer	3rd quarter	Chat feature launched			✓

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Strategy 3: Expand communication to include external audiences						
Action Item	Responsible party	Timeframe for completion	Deliverable	Year		
				1	2	3
Understand existing use of social media sites to promote your entity	C&E Communication Lead	4th quarter	Marketing strategy for social media		✓	
Utilize social media to promote compliance commitment	C&E personnel	2nd quarter	Communication plan for social media			✓
Make blog public-facing	Chief Compliance Officer	4th quarter				✓
Strategy 4: Promote Compliance and Ethics Week						
Action Item	Responsible party	Timeframe for completion	Deliverable	Year		
				1	2	3
Announce Compliance Training	C&E Communication Lead	2nd quarter	Communication plan	✓	✓	✓
Publicly recognize ethical business behavior	C&E personnel	4th quarter	Written acknowledgement	✓	✓	✓
Reward/recognize early completion of training	Regional Compliance Officers	3rd Quarter	Communication to Management		✓	✓
Strategy 5: Create Linkage between Ethical Org and Best Place to Work						
Action Item	Responsible party	Timeframe for completion	Deliverable	Year		
				1	2	3
Understand HR Strategy to establish BPTW	Chief Compliance Officer	3rd Quarter	Goals of BPTW	✓		
Develop unified strategy	Chief Compliance Officer	1st Quarter	Integration strategy		✓	
Develop culture survey	C&E personnel/HR	3rd Quarter	Survey		✓	
Develop culture action plan	C&E personnel/HR	1st Quarter	Action Plan			✓