

**City of Phoenix Human Services Department  
Senior Services Division Strategic Plan 2009  
Communications Plan for Strategic Plan**



<b>Who are audience or stakeholders? Who needs to know?</b>	<b>What message do they need to know? What will you tell them?</b>	<b>Who will tell them?</b>	<b>How will you tell them? 1:1 meetings, e-mail, newsletter, etc.?</b>	<b>On what dates? Completed when? How often do you tell them?</b>
Senior Services Division staff	Everything about it	Different presenter each quarter	PowerPoint and oral presentations	May: All staff meeting. Updates at all of them.
Advisory Board and seniors	Vision; mission; goals	Center supervisors & Strategic Planning Team members	Oral and handouts	TBD, possibly July 2004
G. Hurtado and management team	Private meeting with G. Hurtado for approval, and separate meeting for management	D. Marshall, or 1 or 2 passionate Strategic Planning Team members present	Oral, personal and private message and presentation	July 2004
City Council and City Manager's Office	Vision; mission; goals; process and how it worked to improve communications & teamwork	G. Hurtado and D. Marshall	TBD by presenters	TBD by presenters
Funding sources	High level report; summary group	D. Marshall	TBD by D. Marshall	TBD by D. Marshall
Senior Services Committee	Vision; mission; goals; strategies	D. Marshall	PowerPoint presentations and handouts	June 2004
Focus groups	Summary group.	Strategic Planning Team members; P. Blackerby and L. Brown	Hand-outs	June 2004