Communications within UCV – the People and the Process

All,

As we strive toward streamlining and improving the communications process within UCV, as well as the overall quality of communications, I would like to take this opportunity to explain the following:

- What processes are in place currently
- How you and your team can utilize these processes to improve communications and the process of creating and distributing them
- What's planned for the future to continuously improve the process and the outcomes

Why do we need a communications Process?

Communications is often the face of UCV – it is how we are perceived and understood by others. Communications from UCV should never be poorly written, incomplete, or incorrect. Additionally, it is important that all UCV communications has a unified, consistent tone, style and Look & Feel. The UCV communications (UCV comms) team, and Corporate Communications (Corp Comm) teams are here to work towards making every communications from UCV the best that it can be.

The Communications Team

Currently, the UCV comms team is Steve Wertheimer and Jeff Sinn. We work very closely with the Employee Comms / Corp Comms team. Members of that team include Jessica Overbeck, Charrisa Grant and others.
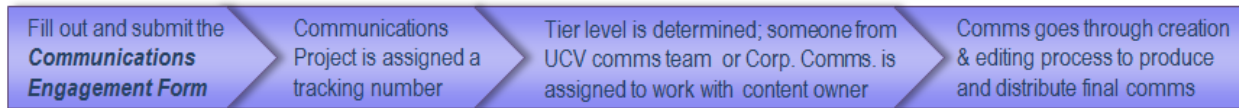
We are also in the process of developing a closer working relationship with the Platforms side of UCV, trying to determine how to work closely together for a comprehensive UCV voice.

The Process

In general, the process for developing and distributing communications begins with the *Communications Engagement Form*, available on the UCV Communications WebEx Social post (http://iwe.cisco.com/web/view-post/post/-/posts?postId=280600017). This form – a short Word document - is used to tell the communications team some basic information about your communications (the basic who/what/where/when/why/how, as well as other comms-specific details).

This *Communications Engagement Form* is sent to the communications team (via the UCVS-SMO mailer). Once the comms team receives the form, a project atracking number is assigned, and the tier level of the comms project is determined. Based on that detemination, someone from either the UCV comms team or the Corp. comms team is assigned to work with the comms owner to develop and distribute the final comms.

> ***The goal is for everyone within UCV to understand and use this process, so that all communications from UCV goes through a thorough editing process, and that the final result is clear, effective, well-written communications.***

| Fill out and submit the **Communications Engagement Form** | Communications Project is assigned a tracking number | Tier level is determined; someone from UCV comms team or Corp. Comms. is assigned to work with content owner | Comms goes through creation & editing process to produce and distribute final comms |

Future Goals
Going forward, we will work to improve the process, including reducing, as much as possible, review cycles, and other constraints.

We are also working toward better integration between the *Services* and *Platforms* sides of UCV. While there are certain differences between the communications needs of these two organizations, there are definite commonalities and opportunities for synergy. We will be working to find ways to increase communications between these groups, and produce more cohesive and comprehensive messaging across the board.

If you have any questions, comments, concerns or suggestions, please feel free to reach out to me any time.

Thanks.

-Steve Wertheimer