

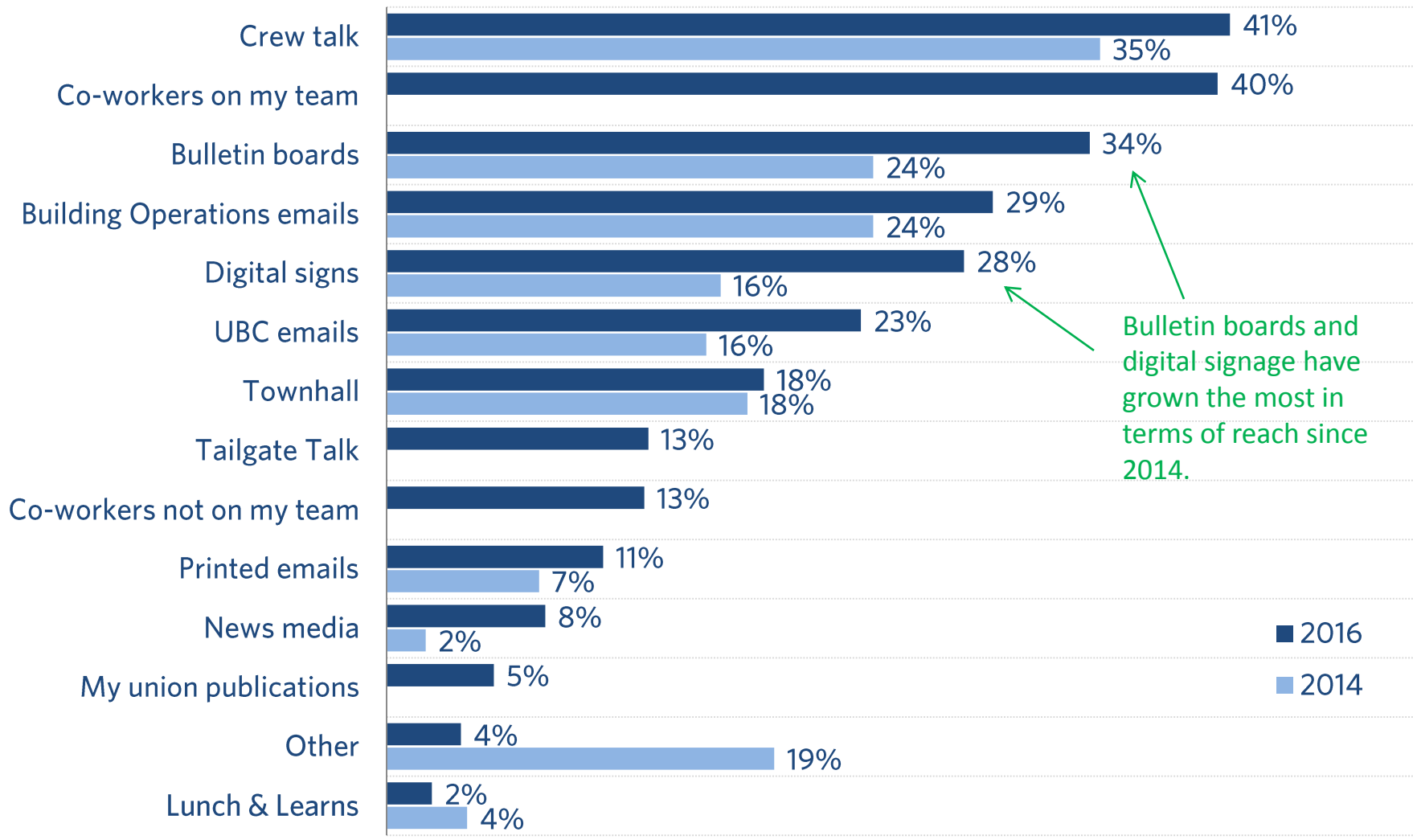
Building Operations Communications Surveys

June 7, 2016

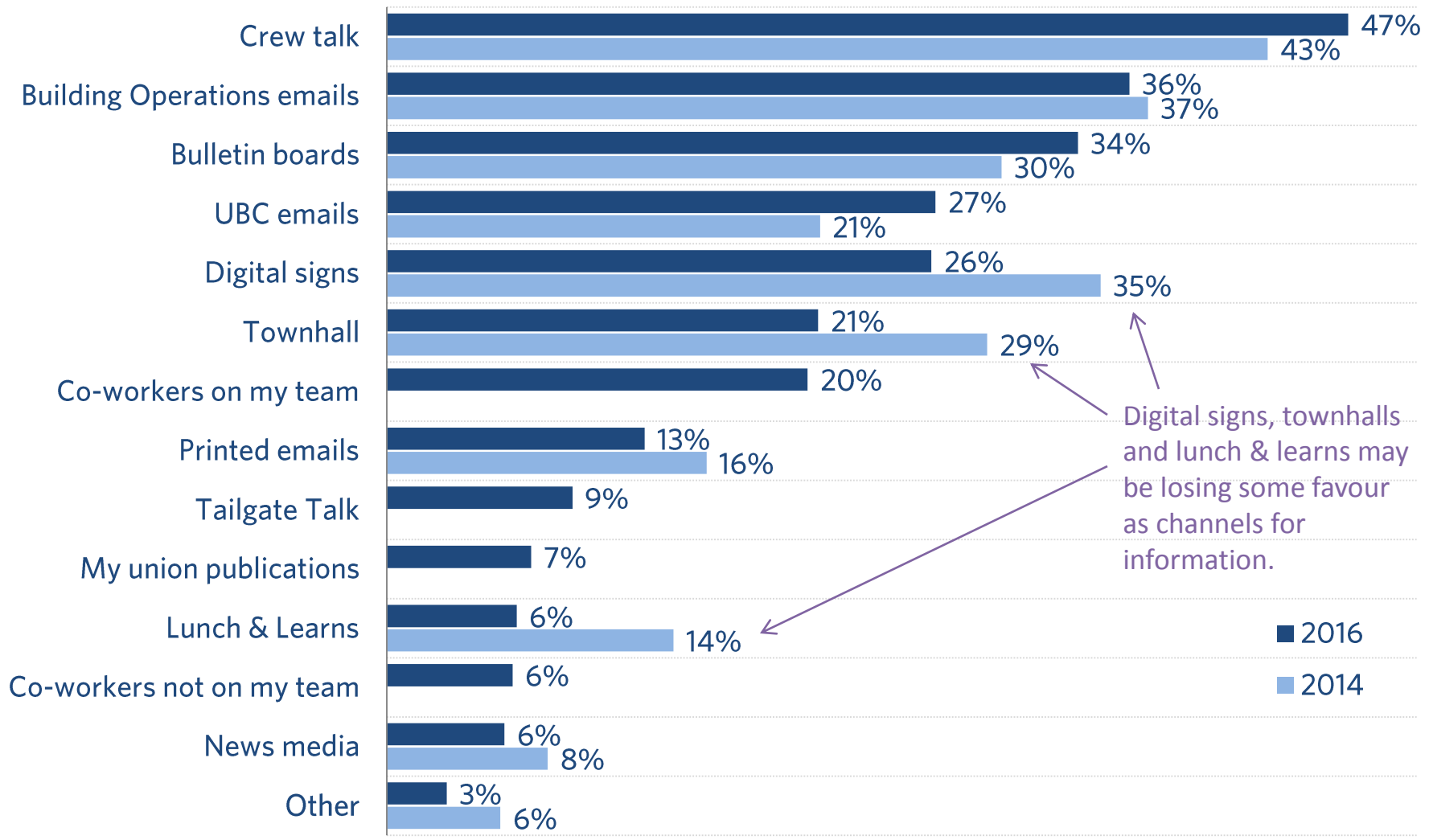
JOHN C LO, DIRECTOR, MARKETING INTELLIGENCE
UBC COMMUNICATIONS & MARKETING



How do you currently hear information about Building Operations' projects?

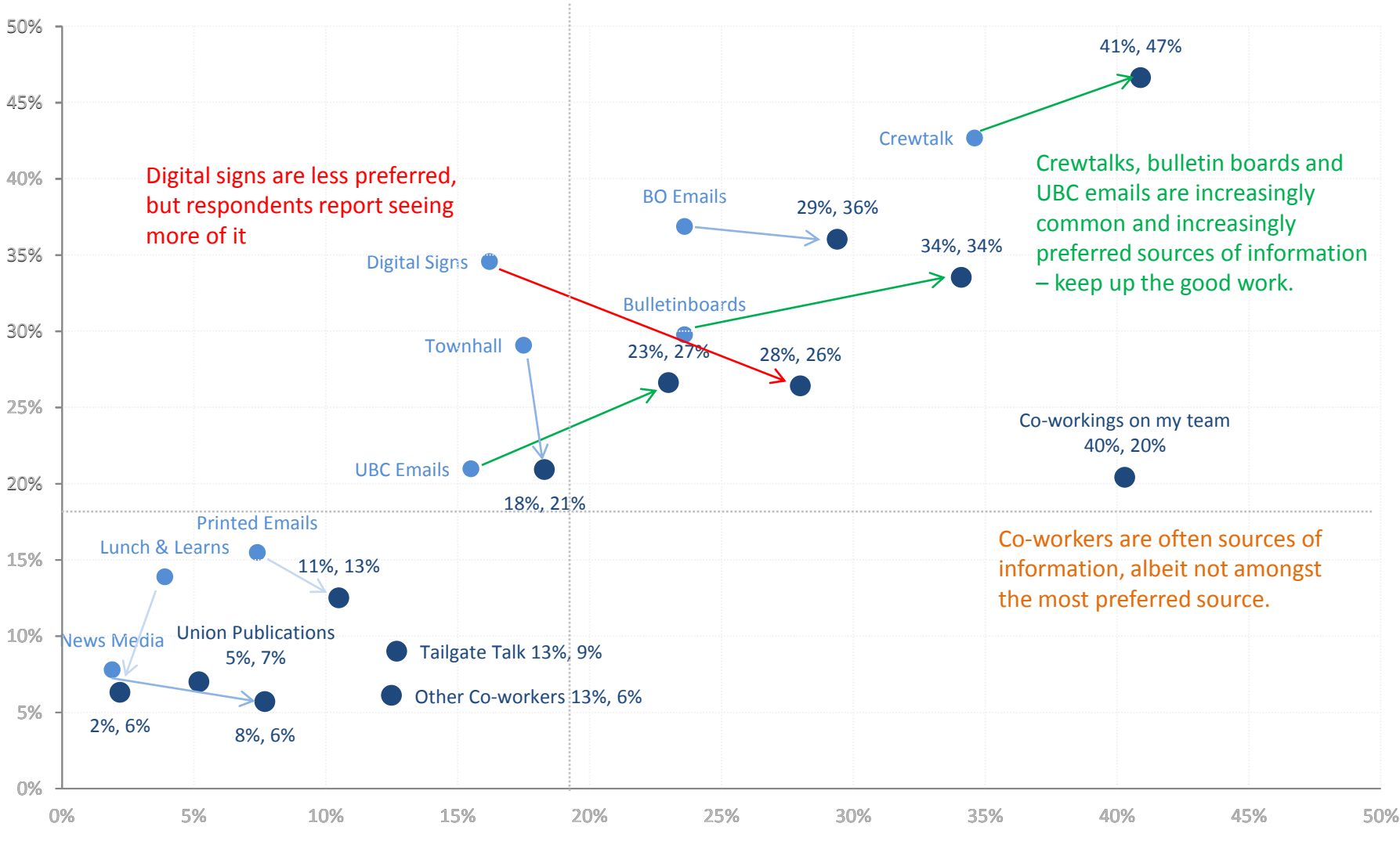


How would you like to hear this information?



2014 vs. 2016 Shifts in Current & Desired Channels for Information

How would you like to hear this information?



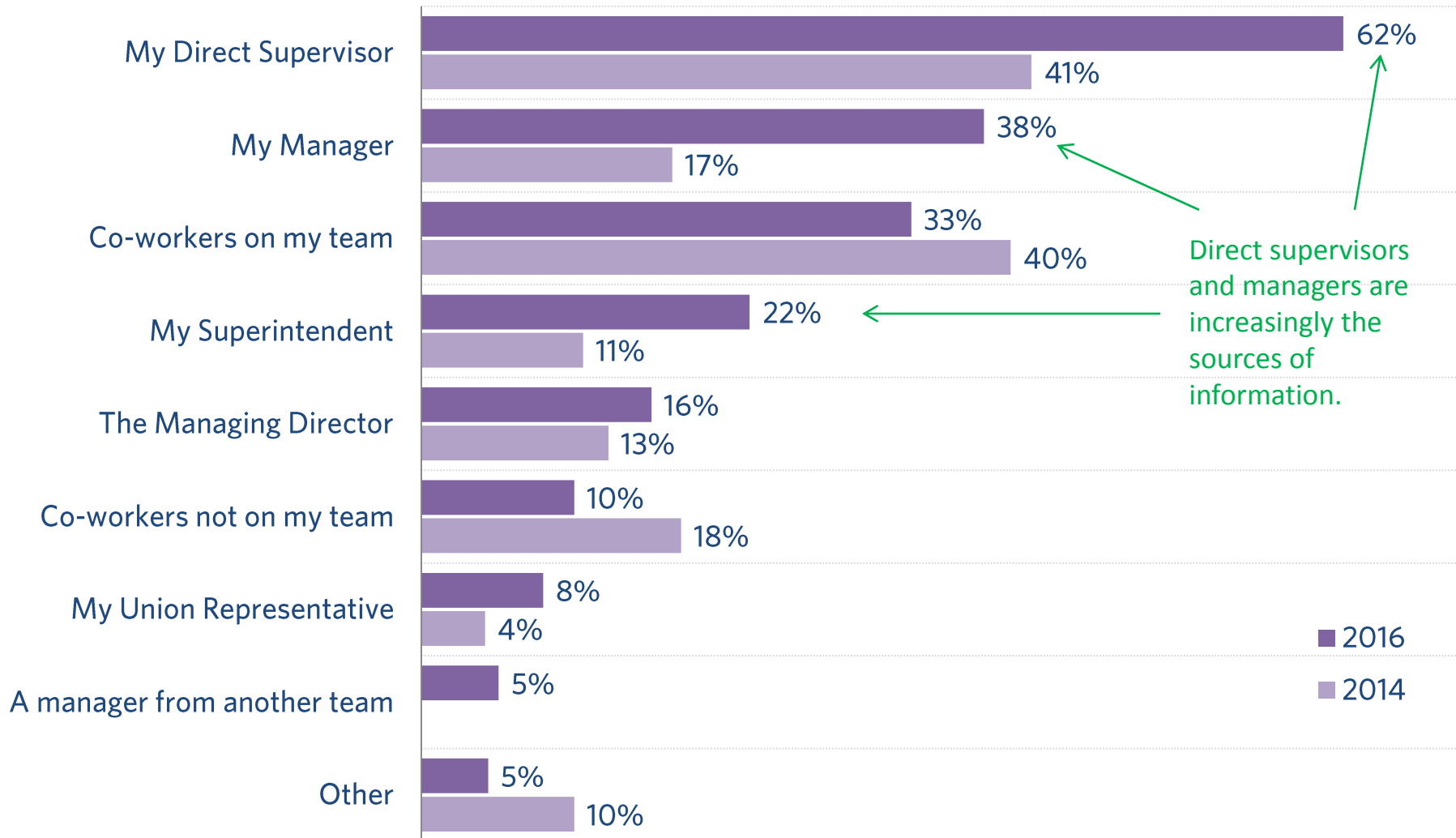
Digital signs are less preferred, but respondents report seeing more of it

Crewtalks, bulletin boards and UBC emails are increasingly common and increasingly preferred sources of information – keep up the good work.

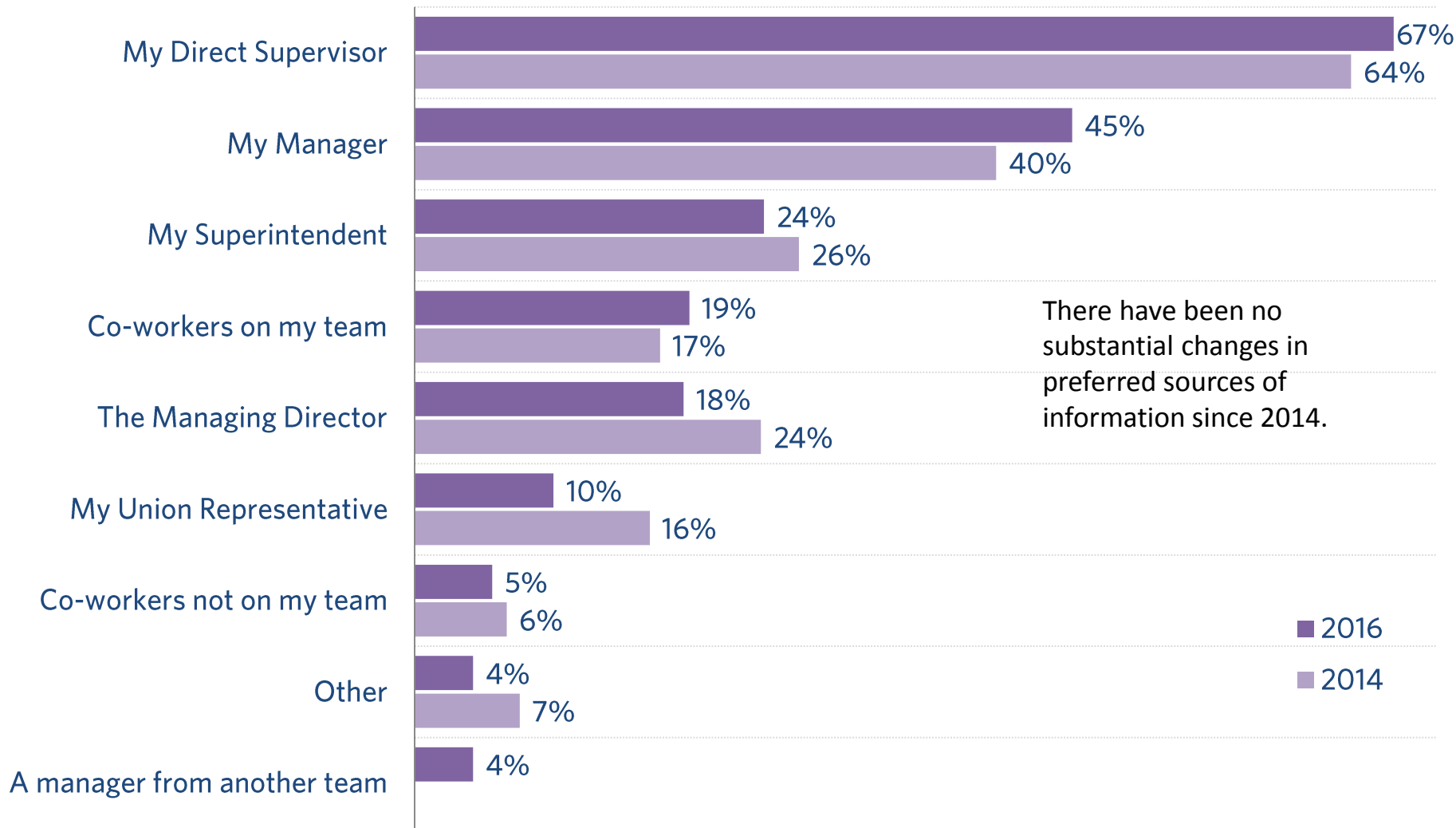
Co-workers are often sources of information, albeit not amongst the most preferred source.

How do you currently hear this information?

Who do you hear this information from?

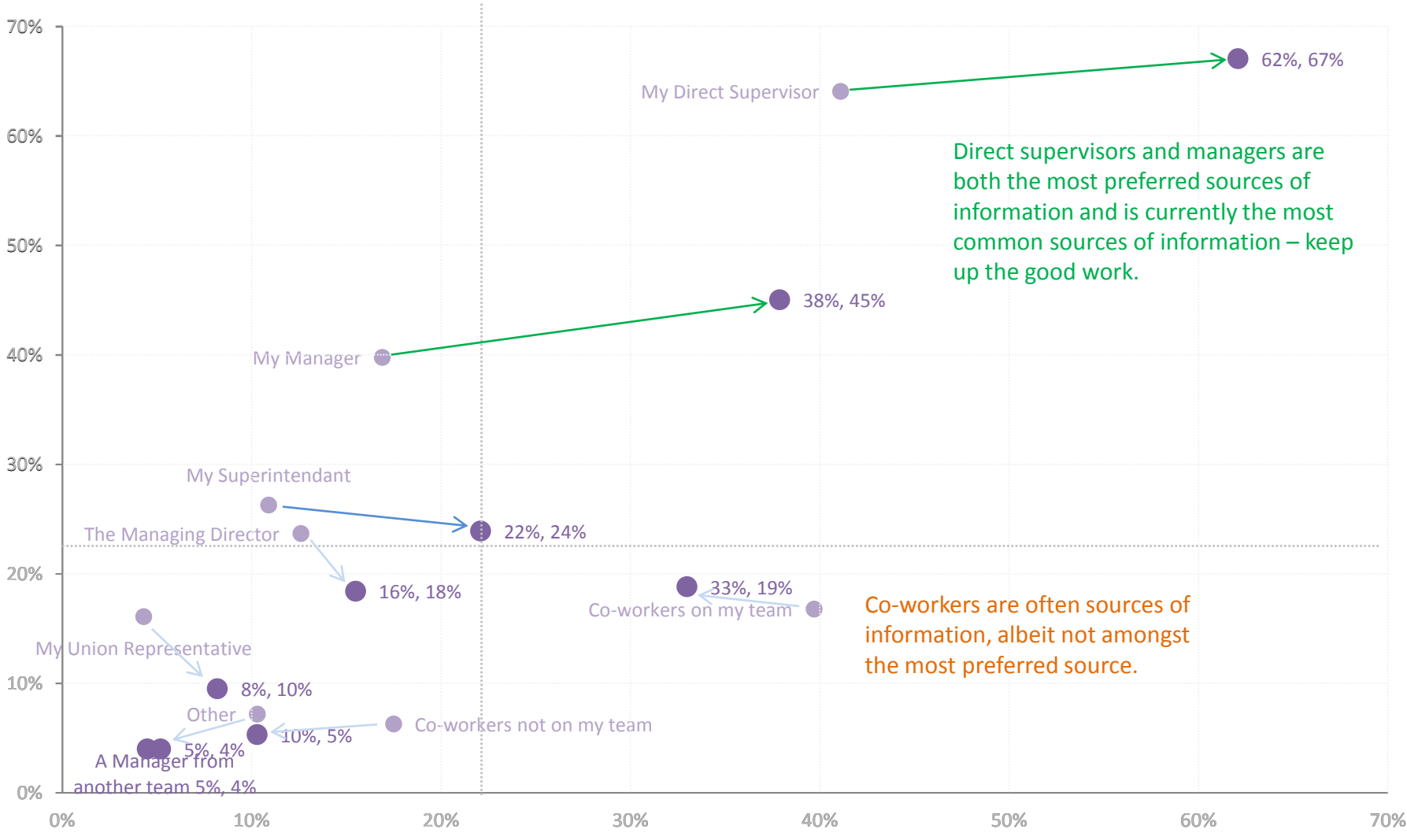


Who would you like to hear this information from?



2014 vs. 2016 Shifts in Current & Desired Sources for Information

Who would you like to hear this information from?



Direct supervisors and managers are both the most preferred sources of information and is currently the most common sources of information – keep up the good work.

Co-workers are often sources of information, albeit not amongst the most preferred source.

Who do you hear this information from?

Key findings

- ❑ There have been clear progress made in terms of improving/increasing Crewtalks, bulletin boards, UBC emails as channels for sharing information. Additionally, supervisors/superintendants/managers are increasingly sources of information about Building Operations' projects.
- ❑ Digital signage appears to be losing some favour as a channel for information about Building Operations' projects. However, it was a priority investment in 2014 and has since has grown in terms of reach. The decline in preference may simply reflect a satiated need.
- ❑ Preference for bulletin boards and UBC emails have increased slightly between 2014 and 2016. And Building Operations communications has kept pace as respondents indeed report these channels to be common sources of information for them.
- ❑ Co-workers continue to be a frequent sources of information, albeit they are often not the preferred source. As such, the risk for misinformation still exists.





a place of mind

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