

**ESAIT Communications Research  
DE/ESAIT Action Plan – June 2009**

<b>Recommendation</b>	<b>Actions arising</b>	<b>Actions taken to date</b>
<p>To ensure ESAIT and DE have in place an agreed Transition Communications Strategy covering the period October 09 – March 10 by September.</p>	<p>Transition Communications Strategy to be drafted for consideration by Consultative Group and approval by DE Board.</p>	<p>Strategy drafted and consulted upon with CCCG and sent to Permanent Secretary DE and Chief Executive Designate ESA for sign off.</p>
<p>To ensure that the above strategy makes use of all available communications vehicles, but in particular includes face to face opportunities to meet and take questions from staff in all of the existing organisations before and after 1 January 2010.</p>	<p>Continue to take all opportunities to meet with staff in existing organisations.</p> <p>Full schedule of DE-ESAIT meetings with existing organisations to be scheduled as part of above strategy.</p> <p>ESAIT to add webcasts to communications tools</p>	<p>To date staff meetings scheduled with a number of existing organisations in August, September and October 09.</p> <p>First webcast by ESA Chief Executive Designate in June 09</p>
<p>To ensure that information on the key areas identified in the research, such as location and structures, is made available to staff in and timely manner and at the earliest possible opportunity.</p>	<p>DE/ESAIT Critical Path Communications Plan already in place</p>	<p>As soon as information becomes available communicate via news letter, face to face, web site and Web cast.</p>

<p>To ensure that all staff know at the earliest possible opportunity their location and post on Day 1 of ESA (including advanced details of how and when the decisions will be taken).</p>	<p>Day One information to be included in all future presentations, publications, webcasts etc</p> <p>Build messages into Transition Comms plan</p>	<p>Ongoing</p>
<p>To ensure plans are developed to inform key stakeholders of the transition to ESA, in particular the importance of service continuity</p>	<p>Build in to Transition Comms Plans</p> <p>Ensure clear messages are available for use by existing organisations.</p>	<p>Transition Communications Strategy in progress</p>
<p>ESAIT will facilitate the wider sharing of good practice within existing organisations already identified via the Communicating Change Consultative Group (CCCG).</p>	<p>Information provided during CCCG best practice sessions to be posted on ESAIT website and updated on a regular basis</p>	<p>To be placed on ESAIT website during July 09</p>