

2018 Regional Member Services Conference April 18 Roundtable: Keeping Everyone “In the Loop” Best Practices for Internal Communication

Moderated by Brenda Mansfield of Community Electric Cooperative, notes by Priscilla Whirley

Most co-ops still email/mail newsletters.

- Joyce – South Kentucky – We still mail items home. Employees don't check emails.
- Katherine – Georgia – We only include employees in newsletters.
- Joanna Cooper– Berkley Electric Coop – Weekly news E-blast by email, prefers bi-weekly. No more print.
- Erin Cook – Southern Rivers Energy – Never included retirees. Email only. Stalks employee FB pages for ideas about employee news.
- Josh Clendenen – Middle TN EMC – Sends digital newsletter that includes IT tips etc as well as employee news.

Software and Mobile App Ideas:

- Facebook Workplace
- Yammer (Office 365)
- InLighten digital signage or Four Winds
- Slack
- Jostle <https://youtu.be/OW08OAzecU>
- Igloo
- TextPower

Tina Morris – Southwest TN Electric Membership Corp. – Uses Office 365 package (Yammer App), which is similar to social media format and easier to read. It's interactive. Employees can post their own information. Real time.

Matt Robertson , NOVEC – Makes digital signage more fun with memes and lineman photos, etc. Add FB comments from members to encourage lineman.

Baynard Ward, PowerSouth – we push specific information to dept/groups w/in co-op using Four Winds (like InLighten).

Rachel Settles– Blue Grass Energy, uses Igloo (grid) for workspaces, each department has own page with news feeds, fuel log forms, reaches 100% of employees. Even has push ability. Use for messaging, etc.

Steve Chalker – Jefferson Energy Coop - Employee text group (TextPower), Internal website

What works best?

- Carol Garrette, Duck River EMC - Started once a quarter, travel to each district (CEO and top managers) for lunch and to discuss issues, new programs, etc. Employees prefer in person communication. Communication scores have gone up. Employee satisfaction has gone up.
- Joyce – South Kentucky - Monthly meetings. Safety/Communications meeting. Provide snacks
- Family day – Door prizes, CEO talks

How to provide gift cards as giveaways - Steve Chalker, Jefferson Energy, GA – to avoid gift card taxes, everyone must pay \$1 to enter drawing and all proceeds go to charity.

How do you get buy-in for volunteerism? Ginny Tyree, Central VA EC - employees get 8 hrs community service leave/yr.

- Blue Ridge Electric – Coop has one large fundraising project. All employees work it and employees get to select charities to give money too.
- Jennifer Morton, Flint Energy – Has a Power Sharing program for volunteer hours. Their bonuses are based on meeting volunteer goals.