

SOLUTION: Community Team

PURPOSE

This team works to increase the organization's "footprint" in the community as well as to promote community involvement in the organization.

TEAM LEADER/FACILITATOR

The Community Relations Team is often chaired by the organization's Community Relations/Marketing leader (or a leader with a passion for community engagement). The Community Relations Team chairperson serves as a member of the organization's Steering Team. It is advisable that the Community Relations Team chairperson makes a multi-year commitment to serve as the chairperson as this consistency is helpful for team success. However, if a Chairperson is not able to re-commit or is not effective in the role, the Steering Team should facilitate the replacement of the Chairperson. A co-chairperson could be also utilized if the organization chooses.

TEAM MEMBERS

The remaining team membership is made up employees in the organization who show an interest in community engagement and promotion of the organization. An attempt should be made to have representation from various departments and shifts as well as lengths of seniority. Ask team members at the start of each year to re-commit to the team and its responsibilities. If unable to re-commit, the member should be replaced by the team. It is desirable to have a level of stability/longevity on the Team as well as a level of membership change on the team over time.

Qualities of Team Members:

- Believes in, and supports, that these changes/improvements are necessary and important to the success of the organization.
- Willing and able to follow through on action assignments.
- Committed to role modeling the service/quality excellence and behavior standards that are expected of everyone in the organization.
- "High performers" who want to be part of a high performing team and organization.
- Able to work in a group.



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SOLUTION: Community Team 1

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TEAM NAME

The Team, as an early team action item, will likely want to rename the team (unless they prefer the name “Community Relations Team”). Get Creative!

TEAM RESPONSIBILITIES

- Coordinates and promotes organization engagement in the community; seeks out opportunities for the hospital to be engaged in community events;
- Coordinates and promotes community members’ engagement in the organization;
- Promote the hospital as an important part of the business community;
- Coordinates with the Steering Team as it relates to their activities;
- May need to establish further “Super”-Teams, ad hoc groups or task forces to address specific initiatives (e.g., Health Fair, Volunteer Program, etc.).

The Community Team will need to do an assessment of their current state as they prepare to develop a calendar of events throughout the four quarters of their Journey Plan.

Ask yourselves the following questions:

- What are the **PRIORITIES** from your Community Needs Assessment and Strategic Plan? What are your organization’s strategic priorities related to community wellness/population health and/or what services/programs are new or desired to increase in volumes/impact/market share? What is the current state/national healthcare awareness focuses (Cardiac Month, etc.) and do they link to your **PRIORITIES** and your timing? How can you promote the organization as the best place to work and the best place to receive care? (**WHAT will you do?**)
- Who are your community **PARTNERS**? Consider the relationships you want to develop or strengthen with other agencies/businesses in your community. Collaborate with them to fulfill your action plan. (**WHO will you do it with?**)
- Where are our primary and secondary **MARKET** regions? Where should you be present or increase our presence to make the most impact on our priorities, our partners, and our community? (**WHERE will these events take place?**)



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- We will ask you to assess the organization's past efforts to organize or participate in community events (inside & outside of your organization). What should you start/stop/continue/change based on what you assessed? Just because you have ALWAYS done an event means that you need to continue doing the same events, as well as add those that truly add value to your strategy and that your team wants to participate in. Truly take a close look at the events you participate in or maybe even "run" for your community. Are they adding value?
- We will ask you to develop an event plan for each Journey year of 4 quarters. We ask that you consider one event to bring the community in and one event to go out into the community each quarter. This provides a sense of balance and creates an opportunity to truly be the healthcare experts for your community when your *future* patients come to you in a state of wellness.
- We will ask to develop a plan for how to engage employees to participate/support events (dial a friend!); Develop a way to track how many employees participate and have a method for showing appreciation for employee participation.
- Consider, develop, and deliver one topic for the semi-annual employee training events. Offer to speak at New Hire orientation to let new employees know of your ROCKSTAR team and the work that you do - they will want to participate.

If you are struggling to get the word out about your great organization, see our **Solution on Word of Mouth Marketing**, where we explain employee involvement in marketing.



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