

Download this template and modify it to suit your program's needs. This plan includes sections for the purpose, audience, methods, frequency, and feedback of your communication. There are also examples of what communication might look like for different stakeholders such as youth, families/caregivers, and employers.

## Communication Plan Template

Program Name:

Date:

### Purpose

What is the goal of your communication? Why is it important?

- Example: The purpose of this communication is to ensure clear, consistent messaging between program staff, youth participants, families/caregivers, and employers to enhance engagement and alignment with program objectives.

Specific Goals

- Keep youth informed about program events and milestones
- Update families on their child's progress
- Provide employers with regular updates on skill development and performance of youth interns

### Audience

Who are the recipients of your communication? Each group may need different information.

Youth Participants

- Needs: Regular updates on activities, scheduling, expectations, and program progress.
- Example: "Youth will receive weekly reminders about upcoming events, changes to their schedule, or new tasks to complete."

Family/Caregivers

- Needs: Overview of program goals, updates on youth progress, resources for support, and details about how they can stay involved.
- Example: "Families will receive monthly emails with detailed updates about their child's engagement, upcoming events, and strategies to support their child's development at home."

**Employers**

- Needs: Clear understanding of program outcomes, performance metrics of youth interns, and opportunities for feedback.
- Example: "Employers will receive quarterly performance reports detailing skill acquisition, project completion, and overall intern development."

**Methods**

How will you communicate with each audience? List all channels that will be used.

**Example of Communication Channels****Youth**

- Text messages (for quick updates or reminders)
- Social media posts (for program highlights and announcements)
- Email or Program portal or app (for schedules, tasks, and general communication)

**Families/Caregivers**

- Email (for detailed program updates, progress reports, and event invitations)
- Newsletters (monthly updates on the program, success stories, tips for supporting their child)
- Virtual or in-person meetings (quarterly family meetings for program overviews and Q&A sessions)

**Employers**

- Email (for regular reports, project updates, and feedback requests)
- Bi-weekly/Monthly meetings (to review intern progress and address employer concerns)
- Program reports (formal documents outlining intern skill development and project contributions)

**Frequency**

How often will you communicate with each group?

**Examples****Youth**

- Weekly: Text messages and social media updates on program schedules, tasks, or events.
- Bi-weekly: Updates on progress toward goals and new program developments.

**Families/Caregivers**

- Bi-weekly: Email or newsletter updates detailing their child's progress, upcoming program events, and how they can stay involved.
- Monthly: Progress reports on youth's development, participation, and next steps.

**Employers**

- Bi-weekly/Monthly: Formal performance reports on skill acquisition and project progress.
- End of Program: A comprehensive report summarizing intern performance and overall program outcomes.

**Feedback**

How will you gather input from each audience and measure the effectiveness of your communication?

**Examples of Feedback Mechanisms****Youth**

- Surveys at the end of each major activity to assess their understanding and engagement.
- One-on-one check-ins with mentors or coordinators to allow youth to share concerns or suggestions.

**Families/Caregivers**

- Annual feedback survey on communication clarity, the usefulness of resources provided, and engagement.
- Email invitations to ask questions or request more details after each monthly newsletter or meeting.

**Employers**

- Post-internship evaluation forms to gather feedback on communication and intern performance.
- Pre-and Post- Program feedback surveys to assess satisfaction with the communication process and partnership outcomes.

## Example Communication Plans

### Youth Joining the Program

*Purpose:* Welcome youth and set expectations for participation.

*Audience:* New youth participants (ages 14-18).

*Methods:*

- Send a welcome text message with a link to the program's schedule.
- Post an introduction video on the program's social media page with a short overview of what to expect.
- Provide an email with instructions on how to access the necessary information such as the program's online platform, including contact details for support.

*Frequency:*

- Text message sent 1 week before the start date.
- Social media post the day before the start date.
- Follow-up email 1 day after program enrollment.

*Feedback:*

Short survey after the first week asking if they felt well-prepared for their first day and what additional information they needed.

### Communicating Skill Development Plans with Employers

*Purpose:* Update employers on the progress of their youth interns and provide insight into skills developed during the internship and professional development during the program.

*Audience:* Employers sponsoring youth interns.

*Methods:*

- Email a mid-program performance report with specific examples of skill development (e.g., technical skills, problem-solving abilities, teamwork).
- Schedule a brief Teams, Google Meet, or Zoom call to discuss the intern's progress and gather employer feedback.
- Provide a final report at the end of the program, summarizing the intern's achievements, growth, and potential areas for future development.

*Frequency:*

- Mid-program email report at the 4-week mark.
- Follow-up video call at 6 weeks to discuss performance and gather feedback.
- Final report at the conclusion of the program.

*Feedback:*

Post-program feedback survey where employers rate the overall communication and provide suggestions for program improvement.

## Additional Examples and Language

<b>Youth-facing Communication Example</b>	<b>Family/Caregiver-facing Communication Example</b>	<b>Employer-facing Communication Example</b>
<p><i>Hey [Youth's Name], just a quick reminder about tomorrow's workshop! We'll be covering [topic(s)]. Can't wait to see you there! Remember, bring your [item].</i></p>	<p><i>Dear [Family/Caregiver], we're excited to share that [Youth's Name] has made significant progress in [specific area]. Attached is a report with more details, including upcoming events you can be involved in.</i></p>	<p><i>Dear [Employer], I wanted to update you on [Intern's Name] progress. Over the last few weeks, they have successfully completed [specific project] and have demonstrated strong [specific skill]. Let's schedule a time next week to discuss how things are going and any feedback you may have.</i></p>

An effective communication plan is essential for keeping youth, families/caregivers, and employers engaged and aligned with your program's goals. Customize this template to meet the specific needs of your program and audiences to ensure your messages are clear, consistent, and impactful.