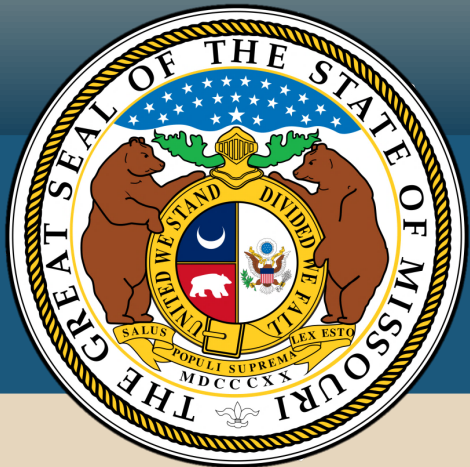




Internal Communications for Frontline Employees



**Missouri Leadership Academy
Capstone Project Class #16**



MEET THE TEAM



**John
Borgmeyer**

Department of
Commerce &
Insurance



**Haley
Campbell**

Department of
Public Safety



**Meskerem
"Meskie"
Desta**

Department of
Mental Health



**Bryson
King**

Department of
Conservation



**Christi
Miller**

Department of
Agriculture



**Brad
Schaefer**

Office of
Administration



PROBLEM STATEMENT:

How do agencies improve internal communications for field and non-office employees who have limited access to email or other written communications, to ensure important information is available, accessible, and interpretable among all levels of the organization?





MO PODCAST IMPLEMENTATION

- Low-cost solution to expanding audience
- Optional communication to foster connection
- Office of Administration has the technology



HUMANIZE LEADERSHIP

EXPAND REACH

MAKE MESSAGES STICK



STATE PODCAST IN ACTION

*“Our podcast is one of the most successful ways of disseminating important information to our state employee population. It replaced a “lunch and learn” style monthly webinar, **taking us up from dozens to hundreds of people reached each month.**”*



*“Feedback has been largely positive, with **many employees enjoying a deeper dive into services and opportunities available to our employees.** The podcast is a nice contrast to our shorter, more high-level monthly communications.”*



**OA
COORDINATION**

**PODCAST
TEMPLATE**

**NEXT
STEPS**

**TESTING
CAPABILITIES**

**PILOT
PROGRAM**



**Building
Connections
- OA/FMDC**

**The Monthly
Harvest
- MDA**

**Conservation
Catch-Up
- MDC**

**Clearing
the Air
- DNR**

**The Road
Ahead
- MODOT**

**The Sod
Pod
- MDA**

THANK YOU!