

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|--|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites <input checked="" type="checkbox"/> _____ |

 CATEGORY 1 CATEGORY 2

Entry Title SLASPA'S INTRANET - iAccess

Port Name SAINT LUCIA AIR AND SEA PORTS AUTHORITY (SLASPA)

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name SAINT LUCIA AIR AND SEA PORTS AUTHORITY (SLASPA)Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:**1. What are/were the specific communications challenges or opportunities?**

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

Entry Statement: SLASPA's Intranet - iAccess

Introduction

Intranets serve as powerful tools for communication within an organisation. They also help develop and reinforce the corporate culture of a business by allowing the management to decide what information is important for the business, and how they want that information disseminated. SLASPA's overall vision of developing the Intranet called iAccess was to provide an enabling Information Technology (IT) communications environment to all staff, which would allow easier access to all relevant corporate information from one single source.

The quick sharing of information among SLASPA's multiple office locations throughout the island is paramount for a more cohesive and high performing organisation. The Intranet initiative therefore, encapsulates the benefits that can be derived from a centralized electronic platform that would re-define the way the organisation processes and accesses corporate information.

Defining the Challenges/Opportunities

- One of the main challenges for SLASPA was that employees who did not have access to corporate email did not receive notices, press releases and announcements in a timely manner. iAccess therefore created the avenue to bridge that gap and now provides instant access to relevant information to all staff.

- Another challenge was that the size of user mailboxes increased rapidly causing a major issue with the available limited server resources. Large corporate documents being sent across the network impacted SLASPA's network bandwidth thereby having an adverse effect on network performance. So now instead of sending hundreds of different group e-mails, all of the information now resides in one central location accommodating not only current information but also past issues of all publications serving as a rich historical resource to staff.
- SLASPA's printing overhead was high due to the fact that all policies, employee handbook, procedure manuals, directory listings etc had to be printed and circulated to all staff. Add to that was the fact that whenever changes or updates had to be made to those documents the entire document had to be printed and circulated again, thereby increasing the document maintenance overhead.
- A major opportunity for the idea of iAccess was to assist in boosting staff morale by providing them with an avenue to interact with one another via the forums and iChat features, as well as placing some emphasis on showcasing their talents outside of the office environment. Allowing them to place their personal items for sale through the staff advertisement section was also aimed at boosting morale.

Planning and Programming

The main goal for the development of iAccess was to create an eye-catching, user friendly and edifying platform that reflected SLASPA's corporate image with a tag line of "**iAccess - Your Personal Corporate Dashboard**". This tag line was chosen to ensure buy-in from staff since the idea was to create a tool that provided them with the convenience of having access to all relevant

corporate information while eliminating the traditional people-dependent channels. Employees can now link to relevant information as necessary, rather than being distracted indiscriminately by email.

The target audience included management and staff.

Objectives:

The objectives of building iAccess:

- To ensure that employees have access to important corporate information from one single source, where updated information can be available to all employees, at the click of a button. The intention is to use this facility to assist in re-enforcing SLASPA's corporate culture.
- To reap the benefits of a paperless environment where SLASPA can publish most of the organisation's corporate documents via the Intranet web pages as opposed to printing paper documents.
- Reduce the cost of classroom training by delivering various types of e-learning to an employee's desktop via the use of how-to videos and instructional training manuals.
- To address the disconnect issues that arise from having multiple locations by providing a centralized mechanism for the dissemination of important information. iAccess can be seen as the communications tool that connects all office locations.

Goals:

- Ensure that all staff had access to corporate policies;
- To encourage staff participation in the discussion forums particularly on social and environmental issues;
- To obtain feedback on corporate issues from staff via online voting polls;

- To assist in boosting morale of staff through competitions at various times during the year;
- Highlight the creative talents of staff through the staff corner;
- To use iAccess to strengthen the link between Management and staff.

Actions Taken and Communication Outputs

The strategies used for planning and developments of the Intranet were as follows:

- Discussion at the senior management level on the organisational benefits of an Intranet to determine the way forward;
- In-house resources were identified for the development of the website;
- Meetings with managers and departmental section heads to obtain feedback on the idea of an Intranet for the organisation;
- Meetings with departments to determine content;
- Plan the structure of the web site to determine the resources required;
- Commence work on the Intranet by an in-house developer;
- Intranet was completed in approximately one year after finalizing two concepts, obtaining management feedback and making changes where necessary;
- Upon completion staff was requested to participate in a naming competition for the Intranet;
- Setup a committee to review all the entries and select most suitable name;
- Intranet was officially launched;

The tactics used to achieve these strategies include:

- One-on-one discussions with managers and departmental section heads;
- Gathering of information on the various departments at SLASPA for inclusion on the Intranet;

- Monthly demos of the Intranet shown to all IT staff to critique the look and feel of the site;
- Distribution of flyers across the organisation announcing the completion of the Intranet and the naming competition;
- Obtained a new desktop computer for the winner of the naming competition;
- Designing of a logo for the Intranet using SLASPA's corporate colors
- Obtain promotional items in corporate colors;
- Planned the official launching of the Intranet with the Marketing Department. This included a competition among staff to win some of the promotional items purchased. These items included a lunch bag, mouse pad, keyboard cleaner and desk clock, all with the Intranet logo printed on them;
- Launched the Intranet at a general staff meeting with a large screen display of the sight and its features. The winners of the promotional items were announced at this launch;

The implementation plan for the Intranet is outlined below and spanned a one year period structured as follows:

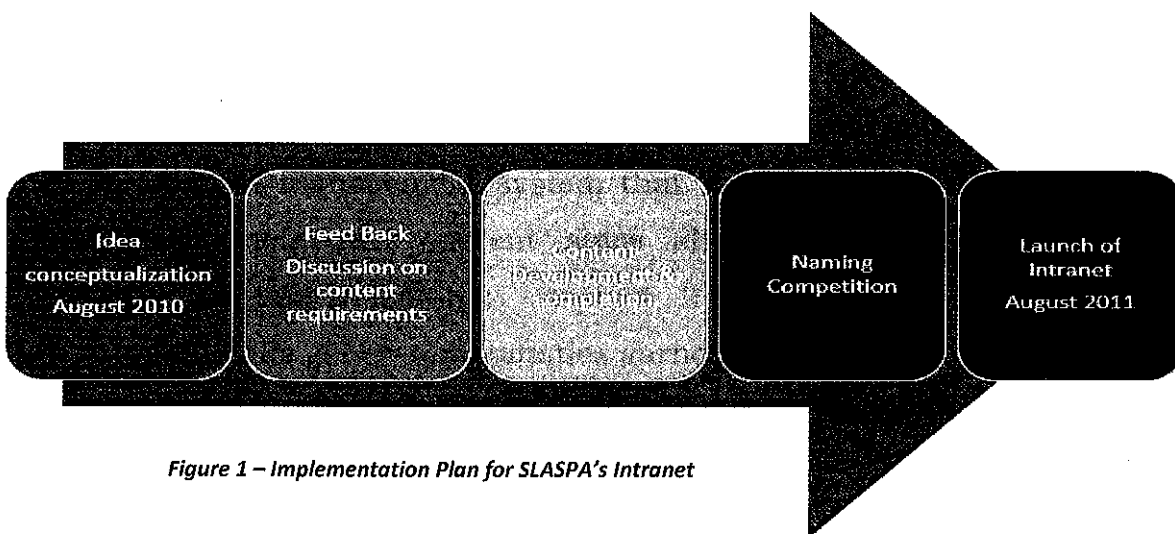


Figure 1 – Implementation Plan for SLASPA's Intranet

The implementation plan was done by the IT Department along with Marketing Department. The only cost incurred in the development of the Intranet was for the purchase of the promotional items as all other launching activities were executed by IT and Marketing. The actual site development work was done by only one employee from the IT Department with the other staff members providing much needed feedback as the site progressed. The in-house development of the Intranet afforded us the opportunity to obtain staff buy-in and the tag-line of **“iAccess – Your Personal Corporate Dashboard”** was chosen to give a sense of ownership and identification with the corporate vision of SLASPA.

Evaluation Methods after implementation of Intranet

Evaluation methods utilized to assess the success of the Intranet included:

- Staff feedback via the staff forum feature on iAccess;
- Departmental meetings were held to get a sense of any new features which staff would like to see. The online meeting room booking system was one such feature coming out of those interactions;
- Feedback via email from Senior Managers on how the information on their departments could be better organised on their departmental pages;
- Discussions with the Marketing Department regarding improvements to the content management system that would allow them to upload and manage their own content since all content was sent to the IT Department for uploading;
- Automatically generated statistics garnered on the Intranet that provided information on content most visited by users which illustrated how the site was being used;

- A staff feedback module was developed on the site requesting views from staff on the changes which they requested since the deployment of the intranet;
- Six (6) months after the Intranet deployment there was a competition among staff to see how quickly they were able to retrieve information from different areas on the site, which allowed the IT department to assess the user friendliness of the site;

The outcome of using those methods of evaluation are highlighted below:

- A content management module was created to allow the HR, Marketing and the SLASPA Sports Club to upload and manage their content, thereby giving them ownership of this process;
- User groups were created to allow secure access and dissemination of information via the Intranet;
- The site usage increased and staff became more aware of content and so the frequency of calls to HR for information had decreased significantly;
- There was greater reliance on the Intranet for notices and announcements by HR since the printing of those were discontinued and instead placed on the Intranet;
- Staff began to use the forum as an avenue to voice general concerns on work related issues as this was one area requested from the departmental meetings;
- Improvements were made to the frequently visited areas from the statistics generated by using more graphics for identification of key areas;

Conclusion

SLASPA is already reaping the benefits of the deployment of its Intranet, as staff have embraced the new methods of accessing corporate information. This

has had a positive impact on printing cost in particular, and information dissemination in general. The Intranet has strengthened SLASPAs internal communication capabilities across seven (7) office locations on the island, and has contributed to boosting staff morale as there has been greater staff interaction and participation via that medium. The single centralized platform has allowed SLASPA to consolidate its corporate information resources and present an eye catching and user friendly interface to all staff, while at the same time affording staff the opportunity to take advantage of the staff corner to highlight their creative talents. So in effect, the Intranet initiative has kept true to its tagline - "iAccess - Your Personal Corporate Dashboard".