



Organizational Leadership Announcements

Department of External Affairs

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Overview

To celebrate our Extraordinary People, ChristianaCare makes systemwide leadership announcements of senior vice president, vice president, department chair, service line leader, director, nurse manager and equivalent positions elsewhere in the organization. For all other staff announcements, leaders will inform their own teams.

All announcements are treated as news articles, published once in the Appointments section of the [ChristianaCare News](#) website, on [CaregiverConnect](#) and ChristianaCare's social media platforms. All announcements follow a consistent news-format template.

Process Announcement Criteria

The following leadership and new hire announcements are included in this process:

- Senior vice president.
- Vice president.
- Department chair.
- Service line leader.
- Essential Services leader.
- Director.
- Nurse manager or equivalent position.

- Organization-wide announcements are not generated when a leader receives a title change without substantial new responsibilities or reporting changes. However, for physicians or

senior leaders who have biographical pages on christianacare.org, leaders should submit a [web update form](#) to have the bio page updated when appropriate.

- When in doubt, the senior vice president of strategic communications and experience will determine whether these criteria are met.
- Retirement announcements are not included in this process. (See Retirement Announcements in this document.)
- For personnel announcements not covered in these criteria, organization-wide announcements will not be made, but leaders may send email announcements to their own teams, if desired. Further guidance on this process is included in the Communication to Teams section of this document.

Drafting and approving the announcement

- The supervisor of the newly hired or promoted leader or requestor of the organizational notice is responsible for completing the Leadership Announcement request form and submitting it to External Affairs. [The online form is available here.](#)
- You can also find this form on the portal: All Links > Contact Us > Submit Leadership Announcement.
- Announcements will not exceed 2,000 characters, including spaces (approximately 300 words).
- In accordance with best practice for Web publication, all announcements will be published with a portrait photo.
- If External Affairs already has an acceptable portrait photo on file, it will be used unless the subject requests a new photo. External Affairs may reach out to the subject to offer a new photo if the photo on file is outdated.
- If External Affairs does not have a photo on file, subject will be invited to attend the next External Affairs portrait photo session to have one taken. (These are held approximately every two weeks.)
- Please note: To avoid unnecessary delays, please ensure that announcement requests are submitted early, to enable time to obtain a photo if needed.
- External Affairs will copy edit the announcement, including grammar and style, and share an unpublished online draft to the supervisor and the new hire/promoted leader for approval within five business days. Once approval is received by External Affairs, the announcement will be published online within 24 hours (not including weekends).

Distributing the Announcement

All announcements that meet the above criteria will be published and distributed via the following process:

1. Announcement is published in the Appointments section of the [Christiana Care News website](#).
2. Announcement is published to Christiana Care's Twitter feed and LinkedIn with link to the Appointments article.
3. Announcement will be published on CaregiverConnect with a link to the Appointments article.
4. If the announcement is a senior vice president, vice president, service line leader or department chair, External Affairs will issue a press release based on the announcement.

Announcement Template

(Headline) NAME appointed TITLE – or- NAME joins Christiana Care as TITLE

{Full name, academic degrees, professional credentials} has been appointed {title} effective {date}. In her/his new role, {Last Name} will {brief description of new role}.

If applicable: {Last Name} reports to {name, title, academic degrees, professional credentials}. {Last name} joined Christiana Care {when}.

{Brief professional biography, including key previous roles at Christiana Care and major recognition}.

{Last name} received her/his {degree(s)} at {name of school(s)} and {residency} at {name of health organization}. (If relevant)

Retirement Announcements

Retirement announcements are not published on news.christianacare.org and are not encompassed by this process. External Affairs will work with senior leaders individually to draft retirement announcements for senior vice presidents, vice presidents, department chairs, service line leaders and essential services leaders. These announcements may be shared by the person to whom the subject reports via email through appropriate email channels, including Management Communications.

For other positions, organization-wide retirement announcements will not be made, but leaders may send email announcements to their own teams if desired.

Communication to Teams

When no systemwide announcement is made, the supervisor of the newly hired or promoted person should consider sending an email to the team and to important partners within the organization who interact directly with the person being hired or promoted. It is suggested that the announcement template be followed. When a systemwide announcement has been made, it still may be desirable for supervisors to send a personal message to the team and to important partners within the organization who interact directly with the person being hired or promoted.

Questions

If you have any questions on this process, please contact External Affairs at 302-327-3300.