Project Title

Communication Plan (Template)

Program

Department Title

Date

#

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# I. Introduction

## Communications Plan Objectives

The objectives at this time are to:

# II. Stakeholder Communications Table

|  | **Stakeholders** | **Communication Goal** | **Key Messages** | **Channel of Delivery** | **Owner** |
| --- | --- | --- | --- | --- | --- |
| A | Regents, trustees or other governing board |  |  |  |  |
| B | President’s cabinet |  |  |  |  |
| C | Chancellors and provosts |  |  |  |  |
| D | Faculty  |  |  |  |  |
| E | Staff  |  |  |  |  |
| F | Student services team (admissions, advising, bursar, financial aid, registrar) |  |  |  |  |
| G | Offices that may receive student requests |  |  |  |  |
| H | Legislators (federal and state) |  |  |  |  |
| I | Governor’s office and state agencies |  |  |  |  |
| J | Business leaders and economic development entities |  |  |  |  |
| K | Community leaders |  |  |  |  |
| L | Development prospects |  |  |  |  |
| M | Prospective students |  |  |  |  |

**III. Stakeholder Matrix Guide**

**Low Influence/Power High**

|  |  |
| --- | --- |
| **Keep satisfied*** Engage and consult on interest area
* Try to increase level of interest
* Meet their needs
 | **Manage closely*** Key stakeholders - focus efforts on this group
* Involve governance and decision making bodies
* Engage and consult regularly
* Clear message about what’s in it for the stakeholder
 |
| **Monitor*** Inform via general communications: newsletters, website, email
* Try to increase level of interest
* Minimum effort
 | **Keep informed*** Make use of interest through involvement in low risk areas
* Show consideration and consult on interest area
* Potential supporter/goodwill ambassador
 |

 **Low Interest High**

**IV. Stakeholder Matrix Template**

**Low Influence/Power High**

|  |  |
| --- | --- |
| **Keep satisfied** | **Manage closely** |
| **Monitor** | **Keep informed** |

 **Low Interest High**

**V. Communication Strategy Timeline**

Main types of communication strategies (to record on a monthly calendar):

1. Regular, ongoing communications that might include status updates, monthly updates and regularly scheduled campus updates
2. One-time or event-driven communications that are driven by the project plan, critical timelines, roll-out schedules.

# VI. Communication Strategy by Stakeholder Group

## A. External Groups: Governing Board

Communication strategies:

1. Ongoing communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Progress report
 | * Project updates / upcoming milestones / success/issues
 |  |  |  |

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Milestone events
 |  |  |  |  |

## B. President’s Cabinet

Communication strategies:

1. Ongoing communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Progress report
 | * Project updates / upcoming milestones / success/issues
* Ask president to share with cabinet
 |  | * Monthly
 |  |

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Milestone events
 |  |  |  |  |

## C. Chancellors and Provosts

Communication strategies:

1. Ongoing communications to chancellors

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Progress report
 | * Project updates / upcoming milestones / success/issues
 |  |  |  |

1. Ongoing communications to provosts

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Progress report
 | * Project updates / upcoming milestones / success/issues
 |  |  |  |

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Milestone events
 | * Give each audience an update on key milestones
 |  |  |  |

## D. Faculty

Communication strategies:

1. Ongoing communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Progress Report
 | * Project updates / upcoming milestones / success/issues
 |  |  |  |
| * 1:1 Calls
 |  |  |  |  |
| * Operations Updates
 |  |  |  |  |

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Milestone events
 |  |  |  |  |

## E. Staff

Communication strategies:

1. Ongoing communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Progress report
 |  |  |  |  |

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Milestone events
 |  |  |  |  |

## F. Student Services Team (Admissions, Advising, Bursar, Financial Aid, Registrar)

Communication strategies:

1. Ongoing communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Operations meetings
 | * Project updates / upcoming milestones / success/issues
 |  |  |  |
| * Progress report
 |  |  |  |  |

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Milestone events
 |  |  |  |  |

## G. Offices Serving Students (PIOs, Veterans Offices, Student Services Offices, Admissions and Recruitment)

Communication strategies:

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Milestone events
 |  |  |  |  |

## H. External Groups: Legislators

Communication strategies:

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Project overview
 |  |  |  |  |
| * Progress Update
 |  |  |  |  |

## I. External Groups: Governor’s Office, State Agencies

Communication strategies:

 1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Project overview
 |  |  |  |  |
| * Progress Update
 |  |  |  |  |

## J. External Groups: Business & Economic Development Agencies

Communication strategies:

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Project overview
 |  |  |  |  |
| * Progress Update
 |  |  |  |  |

## K. External Groups: Community Leaders (Rotaries, etc.)

Communication strategies:

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Project overview
 |  |  |  |  |
| * Progress Update
 |  |  |  |  |

## L. External Groups: Development Prospects

Communication strategies:

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Project overview
 |  |  |  |  |
| * Progress Update
 |  |  |  |  |

## M. Prospective Students

Communication strategies:

1. One-time communications

| **Content** | **Purpose** | **Channel** | **Frequency/Timing** | **Owner** |
| --- | --- | --- | --- | --- |
| * Project overview
 |  |  |  |  |
| * Progress Update
 |  |  |  |  |