Project Title

Communication Plan (Template)

Program

Department Title

Date

# 

# Table of Contents

I. Introduction………………………………………………………………………………………………………..3

II. Stakeholder Communications Table.…………………………………………………………………….….....3

III. Stakeholder Matrix Guide…..…………………………………………………………………………………...5

IV. Stakeholder Matrix Template…………………………………………………………………………………...6

V. Communication Strategy Timeline………………………………………………………………………..……7

VI. Communication Strategy by Stakeholder Group…………………………………………………………..…7

# 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 |  |  |  |  |