

Project Title

Communication Plan (Template)

Program

Department Title

Date

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I. Introduction

A. Communications Plan Objectives

The objectives at this time are to:

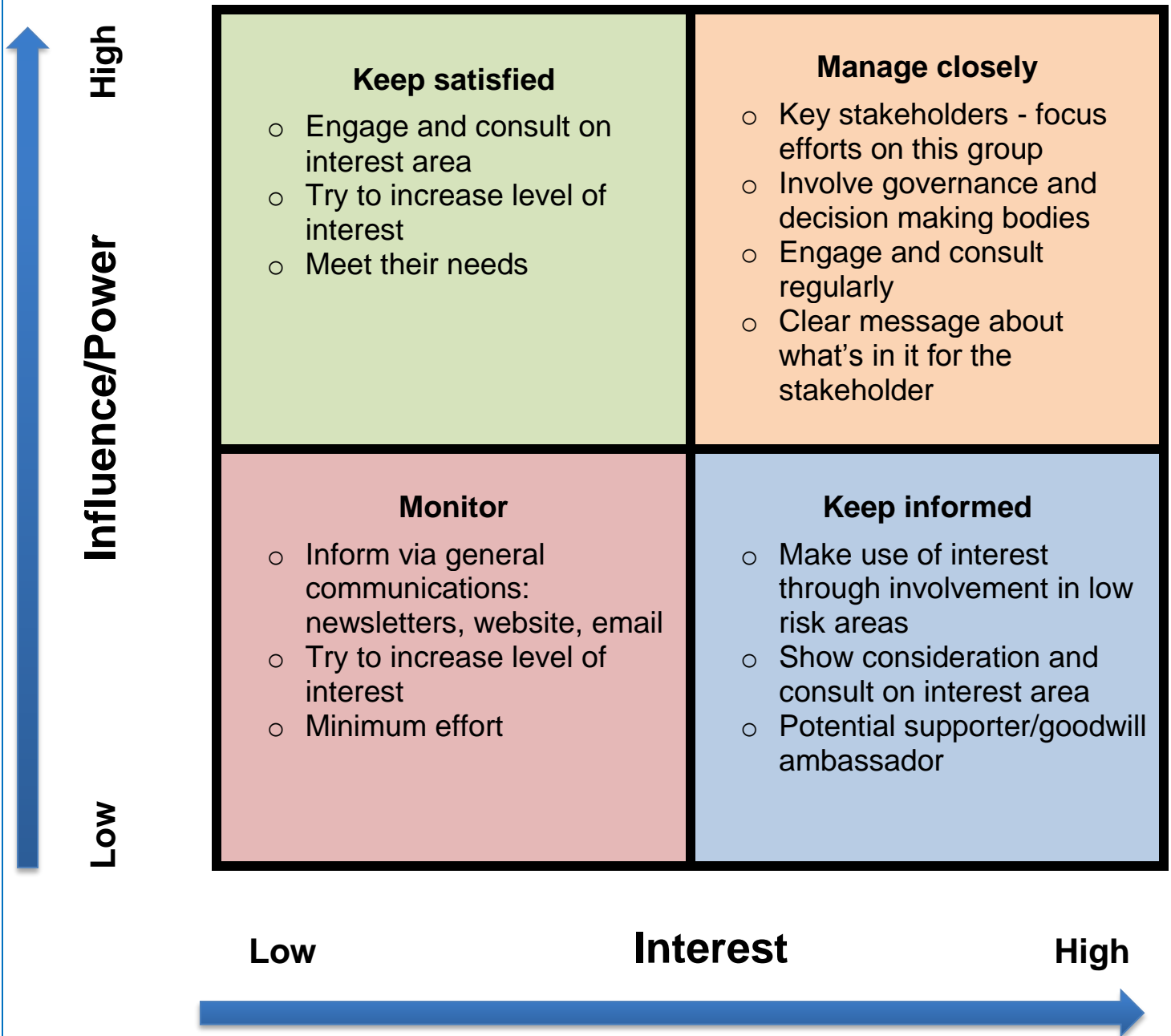
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II. Stakeholder Communications Table

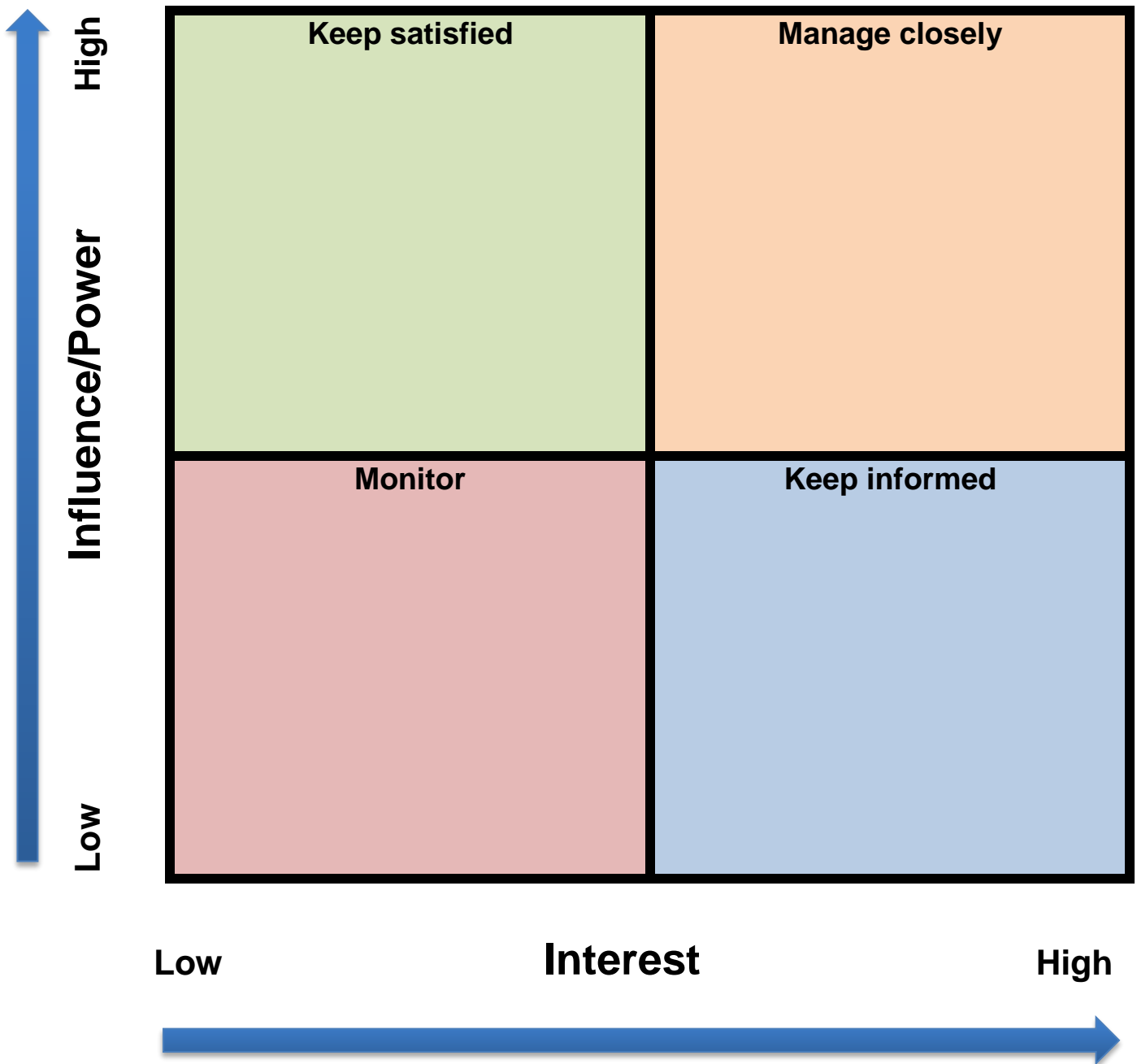
	Stakeholders	Communication Goal	Key Messages	Channel of Delivery	Owner
A	Regents, trustees or other governing board	•	•	•	•
B	President's cabinet	•	•	•	•
C	Chancellors and provosts	•	•	•	•
D	Faculty	•	•	•	•
E	Staff	•	•	•	•
F	Student services team (admissions, advising, bursar, financial aid, registrar)	•	•	•	•
G	Offices that may receive student requests	•	•	•	•

	Stakeholders	Communication Goal	Key Messages	Channel of Delivery	Owner
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



IV. Stakeholder Matrix Template



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
<ul style="list-style-type: none"> • Progress report 	<ul style="list-style-type: none"> • Project updates / upcoming milestones / success/issues 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	

2. One-time communications

Content	Purpose	Channel	Frequency/Timing	Owner
<ul style="list-style-type: none"> • Milestone events 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	

B. President's Cabinet

Communication strategies:

1. Ongoing communications

Content	Purpose	Channel	Frequency/Timing	Owner
<ul style="list-style-type: none"> Progress report 	<ul style="list-style-type: none"> Project updates / upcoming milestones / success/issues Ask president to share with cabinet 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Monthly 	

2. One-time communications

Content	Purpose	Channel	Frequency/Timing	Owner
<ul style="list-style-type: none"> Milestone events 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	

C. Chancellors and Provosts

Communication strategies:

1. Ongoing communications to chancellors

Content	Purpose	Channel	Frequency/Timing	Owner
<ul style="list-style-type: none"> Progress report 	<ul style="list-style-type: none"> Project updates / upcoming milestones / success/issues 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	

2. Ongoing communications to provosts

Content	Purpose	Channel	Frequency/Timing	Owner
<ul style="list-style-type: none"> Progress report 	<ul style="list-style-type: none"> Project updates / upcoming milestones / success/issues 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	

3. One-time communications

Content	Purpose	Channel	Frequency/Timing	Owner
<ul style="list-style-type: none"> Milestone events 	<ul style="list-style-type: none"> Give each audience an update on key milestones 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	

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	•	•	•	

2. 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	•	•	•	

2. 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		•	•	

2. 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:

2. One-time communications

Content	Purpose	Channel	Frequency/Timing	Owner
• Project overview	•	•	•	
• Progress Update	•	•	•	

M. Prospective Students

Communication strategies:

3. One-time communications

Content	Purpose	Channel	Frequency/Timing	Owner
• Project overview	•	•	•	
• Progress Update	•	•	•	