<Project> Communication Plan

# Scope

Communications planning activities identify the appropriate type of communication for each stakeholder, the information that needs to be communicated, and the frequency of those communications. This plan also identifies appropriate vehicle(s) for communications (email, face-to-face meetings, etc.).

# Communication Channel by Audience

There are a variety of ways to communicate with those you want to reach. This matrix shows the most common methods and audiences on campus, with room to identify additional ones. Check the box at the row/column intersection and then transfer that information to the Communications Schedule in Section 3 below. Shading indicates channels not relevant or not found useful with a particular audience.

| **CHANNELS /**  **AUDIENCES** | | Students | New Students | Faculty | New Faculty | Staff | New Staff | Administrators | Alumni | ITCs | Help Desk | ITS |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **myHumboldt** | Campus Announcements pagelet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ITS pagelet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Division pagelet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| College pagelet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other pagelet: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other pagelet: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other pagelet: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ITS website** | Service page |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Story page |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ITS System Status (systat) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other ITS page: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other ITS page: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other ITS page: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **HSU website** | Web announcement |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Student Center Help |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faculty Center Help |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Humboldt NOW |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Social networks |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CHANNELS /**  **AUDIENCES** | | Students | New Students | Faculty | New Faculty | Staff | New Staff | Administrators | Alumni | ITCs | Help Desk | ITS |  |  |
| **Email** | U-notices (Staff and/or Student and/or Faculty) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Email message |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Paper** | Flyers |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Posters |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lumberjack |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Humboldt Magazine |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Regular Meetings** | Executive Council |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Department/College meetings |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Specific group meetings (eg ASCs, RUF) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Associated Students |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Events (eg HOP) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Other** | Electronic Bulletin Boards |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Guerrilla/Chalk |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Student Radio (KRFH) |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

# Communication Schedule

The Communication Schedule lists the various messages and the:

* Due Date – the date the message should be delivered to the entity distributing the message
* Delivery Date – the date the message should be delivered to the intended audience
* Channel – the method by which the message will be delivered
* Audience – the people who will receive the message
* Goals – the intent of the message
* Frequency –number of message occurrences (eg Once, Daily, Weekly through Month/Day/Year).
* Responsibility –person responsible for developing message and delivering it to the entity releasing it

The communication disseminated to each audience should normally begin at a less frequent, introductory level and continue to become more detailed, more focused, and more frequent as specific information becomes available, and implementation draws nearer. Add more rows as needed.

Refer to the Communication Plan Delivery Method Details worksheet that describes how to get the communication out through the selected communication channel and what the lead time might be.

| **Due Date** | **Delivery Date** | **Channel** | **Audience** | **Goals** | **Frequency** | **Responsibility** |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |