



OHIO
UNIVERSITY

**Student Information System
Phase 2:
Service Transformation and
RFP Development**

Communications Plan

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MORAN TECHNOLOGY
CONSULTING

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OU SIS Communication Plan

Communications Team

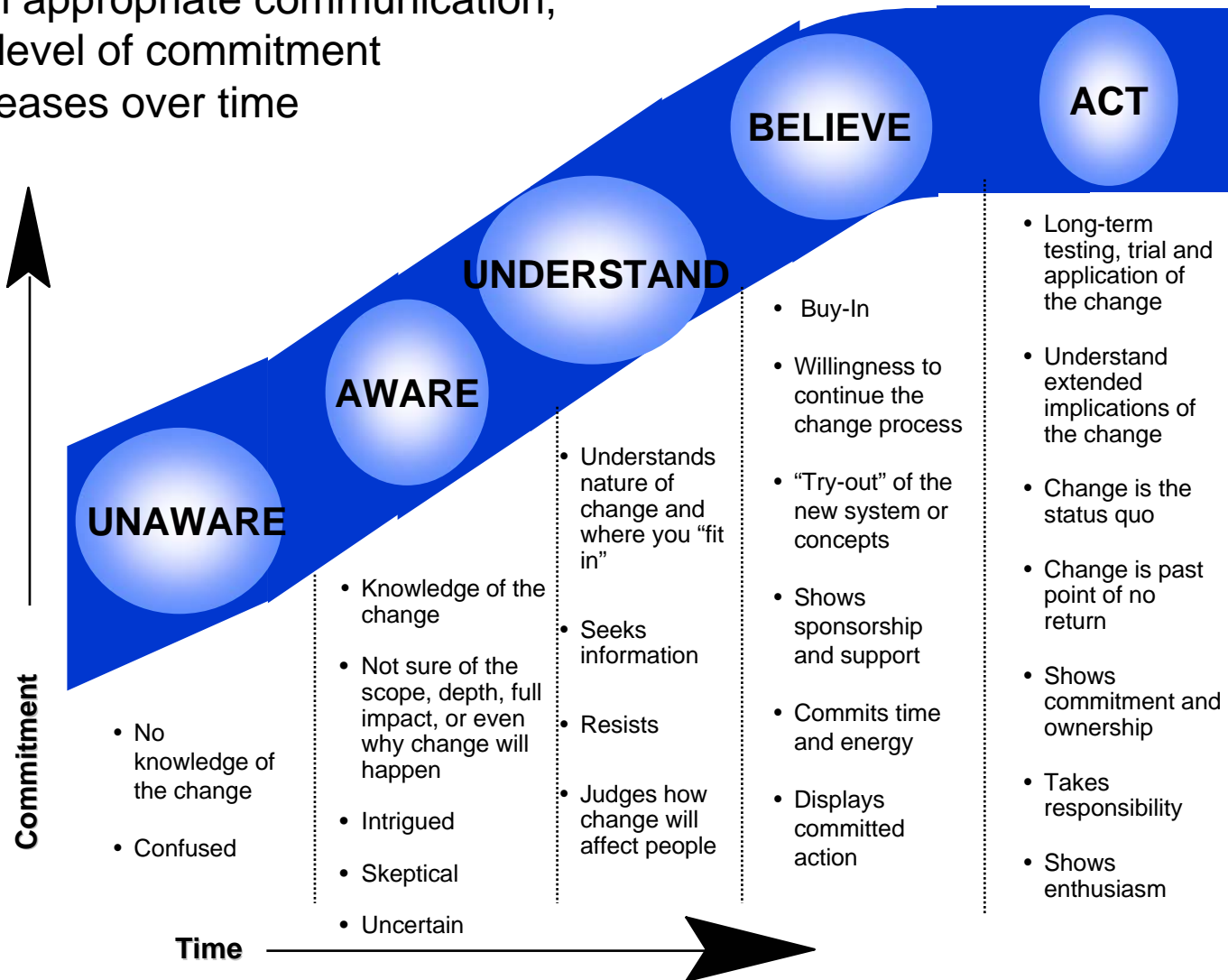
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Communication Plan Purpose

- Communication is a critical component of the ongoing Ohio University change management strategy, and an essential element to the success of the SIS project
- The primary purpose of the communications plan is to define, drive and support appropriate actions needed to make the project successful
- The Communication Plan is a living document – to be regularly updated to reflect the changing communication needs of the SIS project
- The Commitment Curve presented in this document depicts the stages individuals go through over time – the goal of this plan is to move stakeholders to the appropriate point on the Commitment Curve in alignment with the project’s timelines and goals

Commitment Curve

With appropriate communication, the level of commitment increases over time



Effective Communication Principles

- Keep the message simple, frequent and consistent
- Use analogies and examples to paint a picture
- Use multiple vehicles to communicate the message
- Walk the Talk - lead by example
 - » Address any inconsistent action based on the message
- Solicit feedback
 - » Communication needs to be two-way
- Tie the communication messages to the project schedule
 - » Phases
 - » Milestones
 - » General updates
- Set expectations early and often
 - » There will be changes
 - » Objectives of the change
 - » Benefits of the change
 - » Estimated timetable
 - » Scope – what this project includes and what is not part of this project

Communication Strategy Components

- Who's leading the project communications effort?
- Who needs to know about the SIS project? (which stakeholder groups?)
- What is the best way to communicate with each of these groups?
- What are the messages that we want to communicate?
- How do we communicate these messages in the most effective manner?
- When will messages be delivered?

What are the roles in a communication plan?

Stakeholders	Level	Project Responsibility	Communications Role			Commitment Curve	
			Owner	Messenger	Audience	Today	Goal - Ph II
Board of Trustees	A	Approve final funding			✓	Believe	Act
Cabinet	A	Provide overall vision & strategy Sponsor project			✓	Believe	Act
Executive Steering Committee	B	Sponsor project communication Provide leadership through example	✓	✓	✓	Understand	Act
SIS Project Manager MTC Project Manager	B	Serve as advisory resource to communications team	✓	✓		Act	Act
Communications Team Leader	B	Execute communication plan Manage communication plan & resources	✓	✓		Act	Act
Communications Team	B	Produce and deliver communications		✓		Aware	Act
SIS Project Core Team	B	Offer support and education to all communication recipients		✓	✓	Act	Act
Functional Leads	C	Read communications and ask questions if message is unclear		✓	✓	Unaware	Believe
Subject Matter Experts	C	Read communications and ask questions if message is unclear		✓	✓	Unaware	Aware
Faculty	D	Read communications and ask questions if message is unclear		✓	✓	Unaware	Aware
Staff	D	Read communications and ask questions if message is unclear		✓	✓	Unaware	Believe
Student Advisory Group	D	Read communications and ask questions if message is unclear		✓	✓	Unaware	Aware
Alumni / Parents	E	Not included in Phase II Communications Plan			✓	Unaware	N/A

What do we need to communicate?

- What is the problem we're trying to solve?
- What background information do we want to share?
- How do we create awareness and understanding for the project?
- How will a new SIS affect each stakeholder?
- What is the timeline for each phase of the project?
- How can stakeholders get answers to their questions?
- What did we learn in the Change Assessment Interviews that should be addressed in the Communication Plan?

Creating the Messages

Commitment	Information Needs & Behaviors	Message Content
Awareness	<ul style="list-style-type: none"> ● Knowledge of the change ● Scope of the change ● Why change will happen ● When will change happen 	<ol style="list-style-type: none"> 1. Overview of project – <i>what is the problem we’re trying to solve?</i> 2. Project vision and goals 3. Project timeline for all phases
Understanding	<ul style="list-style-type: none"> ● Nature of the change ● How will change impact people 	<ol style="list-style-type: none"> 4. Who to contact for answers 5. Project team – roles & responsibilities 6. Impact on stakeholders
Believing	<ul style="list-style-type: none"> ● “Try out” the new system and concepts ● Show support & sponsorship ● Funding 	<ol style="list-style-type: none"> 7. Introduction to SIS software & vendors 8. Workshop participation and feedback 9. Survey participation and feedback
Acting	<ul style="list-style-type: none"> ● Show commitment & ownership ● Takes responsibility 	<ol style="list-style-type: none"> 10. Introduce Phase III - choosing an SIS package

How do we communicate our messages effectively?

Keys to effective communication include:

- Use high tech, high touch mechanisms to reach the audience
- Use channels and vehicles appropriate to the audience
- Recognize that organizational, cultural, business needs and issues impact the vehicle's effectiveness
- Use written communication that allows people to read at their convenience
- Use written communication pointing to more detailed information and planned events – the project website
- Use a variety of vehicles including:
 - Face to Face
 - » Presentations/Briefings
 - » Workshops
 - » Product Demonstrations
 - » One-on-One Discussions
 - » Brown Bag Sessions
 - » Town Hall Meetings
 - » Mentoring & Coaching
 - Technology Based
 - » Website
 - » Broadcast E-Mail
 - » Broadcast Voicemail
 - » Blackboard
 - Paper Based
 - » Newsletters
 - » Memo / Letter
 - » Bulletin Board
 - » Ohio Today

Communication Plan Elements

- **Audience:** the person or group(s) to be communicated with – including internal and external stakeholders
- **Event:** situation requiring or providing the opportunity for communication – link to project plan
- **Message/Purpose:** content of the message or reason for communicating
- **Timing:** frequency or specific date or point in time when communication should occur
- **Media:** method / vehicle used to communicate
- **Owner:** person or group responsible for ensuring that the communication occurs
- **Messenger:** person or group that communicates the message
- **Status:** whether communication has occurred, is ongoing, etc.
- **Evaluation / Comments:** measures the plan's effectiveness in meeting the objectives - any corrective action that may be needed

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The Communication Plan will be updated on a regular basis to reflect the changing communication needs of the project

Audience*	Event	Primary Message/Purpose**	Timing	Media(s)	Owner	Messenger	Status	Evaluation / Comments
Exec Committee	Project Kick-off	Official launch of SIS project Messages 1-3	1/31/06	Meeting	Project Exec	Project Team	Complete	Post deck to website
Stakeholders Levels B-D	Project Introduction	Announce project launch and purpose – begin building awareness and understanding Messages 1-5	2/16/06	Email Website	Provost	Project Team	In Progress	Include Duane's Introduction in email & website overview
Stakeholders Levels B-D	Change Strategies	Presentation of change assessment findings, the strategy and responsibilities Message 6	2/17/06	Meeting Website	SIS Project Lead	MTC Project Exec & Lead	Complete	Post deck to website
Stakeholders Levels B-D	Technology Preview Conference	Opportunity to see and hear about what is available from prominent SIS vendors Message 7	2/21/06	Email Meeting	SIS Project Lead	SIS Project Team	Complete	Meeting invitations Post event on website
Stakeholders Levels B-D	Process Workshops	Announce workshops – the approach, participants and purpose Message 8	2/22/06	Meeting Website	SIS Project Lead	SIS Project Team	In Progress	Workshop Invitations Post documentation on website
Stakeholders Levels B-D	Survey	Announce survey – the process, participants and purpose Message 9	3/20/06	Email Website	SIS	SIS	In Progress	Survey invitations Kick-off Session Post on website
Stakeholders Levels B-D	RFP Release	Announce completion of Phase II and introduce Phase III Message 10	May 06	Email Website	Project Lead	Project Team		Handoff to IT and Purchasing

* Stakeholder levels refer to the groups mentioned on page 8

** Message numbers refer to the messages listed on page 10