

COMMUNICATIONS MANAGEMENT PLAN

COMMUNICATION MANAGEMENT PLAN
ABC WEB DESIGNS

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INTRODUCTION

This Communications Management Plan sets the communications framework for this project. It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change. This plan identifies and defines the roles of persons involved in this project. It also includes a communications matrix which maps the communication requirements of this project. An in-depth guide for conducting meetings details both the communications rules and how the meetings will be conducted, ensuring successful meetings. A project team directory is included to provide contact information for all stakeholders directly involved in the project.

COMMUNICATIONS MANAGEMENT APPROACH

The Project Manager will take a proactive role in ensuring effective communications on this project. The communications requirements are documented in the Communications Matrix presented in this document. The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it and to whom to communicate.

As with most project plans, updates or changes may be required as the project progresses or changes are approved. Changes or updates may be required due to changes in personnel, scope, budget, or other reasons. Additionally, updates may be required as the project matures and additional requirements are needed. The project manager is responsible for managing all proposed and approved changes to the communications management plan. Once the change is approved, the project manager will update the plan and supporting documentation and will distribute the updates to the project team and all stakeholders. This methodology is consistent with the project's Change Management Plan and ensures that all project stakeholders remain aware and informed of any changes to communications management.

COMMUNICATIONS MANAGEMENT CONSTRAINTS

All project communication activities will occur within the project's approved budget, schedule, and resource allocations. The project manager is responsible for ensuring that communication activities are performed by the project team and without external resources which will result in exceeding the authorized budget. Communication activities will occur in accordance with the frequencies detailed in the Communication Matrix in order to ensure the project adheres to schedule constraints. Any deviation of these timelines may result in excessive costs or schedule delays and must be approved by the project sponsor.

ABC Corp. organizational policy states that where applicable, standardized formats and templates must be used for all formal project communications. The details of these policy requirements are provided in the section titled “Standardization of Communication” in this document.

ABC Corp. organizational policy also states that only a Vice President or higher level employee may authorize the distribution of confidential information. The project manager is responsible for ensuring that approval is requested and obtained prior to the distribution of any confidential information regarding this project.

STAKEHOLDER COMMUNICATION REQUIREMENTS

As part of identifying all project stakeholders, the project manager will communicate with each stakeholder in order to determine their preferred frequency and method of communication. This feedback will be maintained by the project manager in the project’s Stakeholder Register. Standard project communications will occur in accordance with the Communication Matrix; however, depending on the identified stakeholder communication requirements, individual communication is acceptable and within the constraints outlined for this project.

In addition to identifying communication preferences, stakeholder communication requirements must identify the project’s communication channels and ensure that stakeholders have access to these channels. If project information is communicated via secure means or through internal company resources, all stakeholders, internal and external, must have the necessary access to receive project communications.

Once all stakeholders have been identified and communication requirements are established, the project team will maintain this information in the project’s Stakeholder Register and use this, along with the project communication matrix as the basis for all communications.

PROJECT TEAM DIRECTORY

The following table presents contact information for all persons identified in this communications management plan. The email addresses and phone numbers in this table will be used to communicate with these people.

Role	Name	Title	ORG/DEPT	Email	Phone
Design	Helen Peters	Web Designer	Development	helenpeters@abcwebdesigns.com	555-5555
Developer	Jason Morris	Senior Developer	Development	jasonmorris@abcwebdesigns.com	555-5555
Design	Scott Fassett	Senior Web Designer	Development	scottfassett@abcwebdesigns.com	555-5555
Business Analyst	Cindy Lewis	Consulting Analyst	PMO	cindylewis@abcwebdesigns.com	555-5555
Project Sponsor	Tom Kane	Manager of Facilities	XYZ Company	tomkane@xyzcompany.com	111-1111
Stakeholder	Roger Wilson	Chief Financial Officer	XYZ Company	rogerwilson@xyzcompany.com	222-2222
Stakeholder	Lisa Sellers	Executive OCC	XYZ Company	lisasellers@xyzcompany.com	333-3333
Stakeholder	Edward Speck	Product Manager	XYZ Company	edwardspeck@xyzcompany.com	444-4444
Stakeholder	James Pulliam	Professional Services Manager	XYZ Company	jamespulliam@xyzcompany.com	555-5555
Stakeholder	Carol Donners	Warehouse Manager	XYZ Company	caroldonners@xyzcompany.com	666-6666

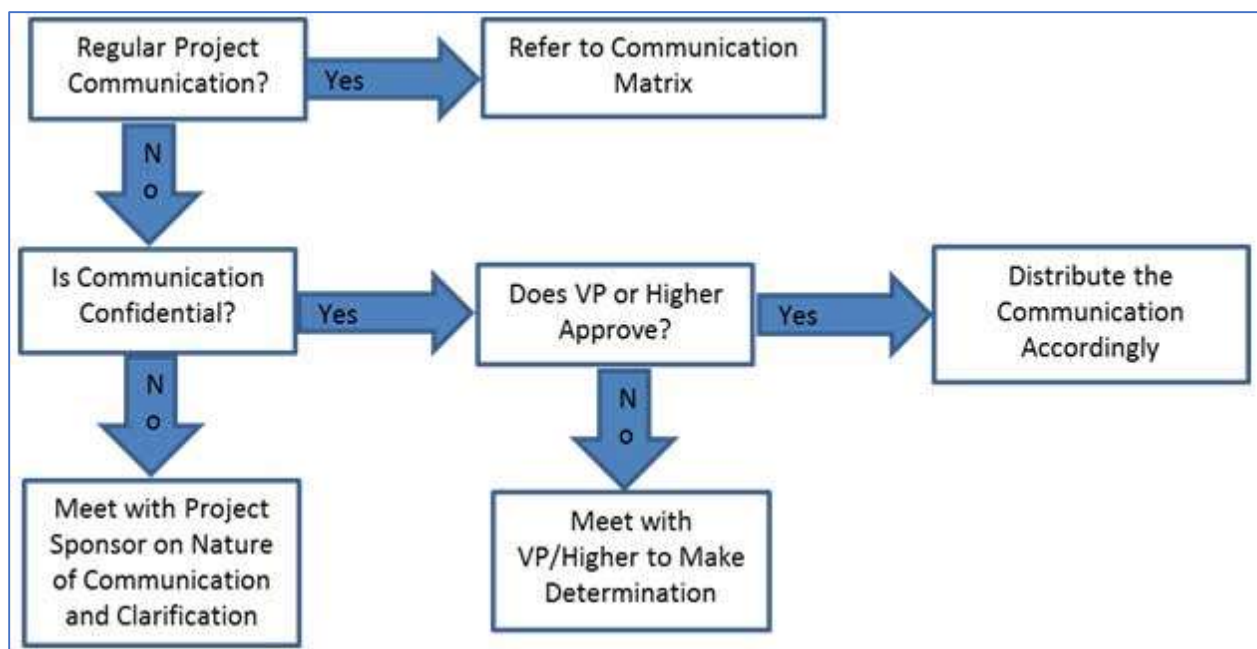
COMMUNICATIONS MATRIX

The following table identifies the communications requirements for this project.

Communication Type	Objective of Communication	Medium	Frequency	Audience	Owner	Deliverable	Format
Kickoff Meeting	Introduce the project team and the project. Review project objectives and management approach.	<ul style="list-style-type: none"> • Face to Face 	Once	<ul style="list-style-type: none"> • Project Sponsor • Project Team • Stakeholders 	Project Manager	<ul style="list-style-type: none"> • Agenda • Meeting Minutes 	<ul style="list-style-type: none"> • Soft copy archived on project SharePoint site and project web site
Project Team Meetings	Review status of the project with the team.	<ul style="list-style-type: none"> • Face to Face • Conference Call 	Daily Standup	<ul style="list-style-type: none"> • Project Team 	Project Manager	<ul style="list-style-type: none"> • Agenda • Meeting Minutes • Project schedule 	<ul style="list-style-type: none"> • Soft copy archived on project SharePoint site and project web site
Technical Design Meetings	Discuss and develop technical design solutions for the project.	<ul style="list-style-type: none"> • Face to Face 	Twice a Week	<ul style="list-style-type: none"> • Project Technical Staff 	Technical Lead	<ul style="list-style-type: none"> • Agenda • Meeting Minutes 	<ul style="list-style-type: none"> • Soft copy archived on project SharePoint site and project web site
Monthly Project Status Meetings	Report on the overall health status of the project, risks and mitigation plans to management.	<ul style="list-style-type: none"> • Face to Face • Conference Call 	Monthly	<ul style="list-style-type: none"> • PMO • Project Sponsor 	Project Manager	<ul style="list-style-type: none"> • Slide updates • Project schedule 	<ul style="list-style-type: none"> • Soft copy archived on project SharePoint site and project web site
Project Status Reports	Report the status of the project including activities, progress, costs and issues.	<ul style="list-style-type: none"> • Email 	Monthly	<ul style="list-style-type: none"> • Project Sponsor • Project Team • Stakeholders • PMO 	Project Manager	<ul style="list-style-type: none"> • Project Status Report • Project schedule 	<ul style="list-style-type: none"> • Soft copy archived on project SharePoint site and project web site

COMMUNICATION FLOWCHART

The communication flowchart below was created to aid in project communication. This flowchart provides a framework for the project team to follow for this project. However, there may be occasions or situations which fall outside of the communication flowchart where additional clarification is necessary. In these situations the Project Manager is responsible for discussing the communication with the Project Sponsor and making a determination on how to proceed.



GUIDELINES FOR MEETINGS

Meeting Agenda

Meeting Agenda will be distributed 5 business days in advance of the meeting. The Agenda should identify the presenter for each topic along with a time limit for that topic. The first item in the agenda should be a review of action items from the previous meeting.

Meeting Minutes

Meeting minutes will be distributed within 2 business days following the meeting. Meeting minutes will include the status of all items from the agenda along with new action items and the Parking Lot list.

Action Items

Action Items are recorded in both the meeting agenda and minutes. Action items will include both the action item along with the owner of the action item. Meetings will start with a review of the status of all action items from previous meetings and end with a review of all new action items resulting from the meeting. The review of the new action items will include identifying the owner for each action item.

Parking Lot

The Parking Lot is a tool used by the facilitator to record and defer items which aren't on the meeting agenda; however, merit further discussion at a later time or through another forum. A parking lot record should identify an owner for the item as that person will be responsible for ensuring follow-up. The Parking Lot list is to be included in the meeting minutes.

COMMUNICATION STANDARDS

For this project, ABC Corp. will utilize standard organizational formats and templates for all formal project communications. Formal project communications are detailed in the project's communication matrix and include:

Kickoff Meeting – project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Project Team Meetings – project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Technical Design Meetings - project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Monthly Project Status Meetings - project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Project Status Reports – project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally the standard project status report document, available on the share drive, will be used to provide project status.

Informal project communications should be professional and effective but there is no standard template or format that must be used.

COMMUNICATION ESCALATION PROCESS

Efficient and timely communication is the key to successful project completion. As such, it is imperative that any disputes, conflicts, or discrepancies regarding project communications are resolved in a way that is conducive to maintaining the project schedule, ensuring the correct communications are distributed, and preventing any ongoing difficulties. In order to ensure projects stay on schedule and issues are resolved, ABC Corp. will use its standard escalation model to provide a framework for escalating communication issues. The table below defines the priority levels, decision authorities, and timeframes for resolution.

Priority	Definition	Decision Authority	Timeframe for Resolution
Priority 1	Major impact to project or business operations. If not resolved quickly there will be a significant adverse impact to revenue and/or schedule.	Vice President or higher	Within 4 hours
Priority 2	Medium impact to project or business operations which may result in some adverse impact to revenue and/or schedule.	Project Sponsor	Within one business day
Priority 3	Slight impact which may cause some minor scheduling difficulties with the project but no impact to business operations or revenue.	Project Manager	Within two business days
Priority 4	Insignificant impact to project but there may be a better solution.	Project Manager	Work continues and any recommendations are submitted via the project change control process

**** NOTE:** Any communication including sensitive and/or confidential information will require escalation to VP level or higher for approval prior to external distribution.

GLOSSARY OF COMMUNICATION TERMINOLOGY

Term	Definition
Communication	The effective sending and receiving of information. Ideally, the information received should match the information sent. It is the responsibility of the sender to ensure this takes place.
Stakeholder	Individuals or groups involved in the project or whose interests may be affected by the project's execution or outcome.
Communications Management Plan	Portion of the overall Project Management Plan which details how project communications will be conducted, who will participate in communications, frequency of communications, and methods of communications.
Escalation	The process which details how conflicts and issues will be passed up the management chain for resolution as well as the timeframe to achieve resolution.

SPONSOR ACCEPTANCE

Approved by the Project Sponsor:

Tom Kane

Date: September 30, 2020
Project Sponsor
Manager, Systems Engineering