Communications Guide

Introduction	The Communication Plan contains communications activities and events for all internal and external stakeholders impacted by the project
Timing	The communications Plan should be developed during the Planning, Analysis and Design Phase of PMLC
Communication Plan	The Communications Plan outlines project key messages, branding and visual identity considerations, stakeholder needs, and planned communications events and activities.
Messaging	Key messages are the three or four most important statements about a project the team wishes to share with stakeholders. They should communicate both key facts and motive. Depending on the project, it may be important to both repeat some key messages over the life of the project, and introduce new messages as the project evolves.
External Stakeholders	Recommend use External Relations and have Executive Sponsor Approval
Messaging Medium	Some types of Communication have specific sign-off and requirements, see infomail as an example
Guidelines	Provides an overview of protocols and guidelines as related to distribution of mass emails to University
Branding and Visual Identity	All branding and visual identity must conform to the GW standards. Contact External Relations for guidelines.
Budget	**ALL** communications developed are constrained by the communications budget. As an example, If the project sponsor plans to communicate via printed materials using the USPS, the PM must contact external relations to get quotes for the printed material and related expenses. The lead time for this varies by the type of printed material.

#	Communication	Medium	Delivery Date	Frequency	Description/Notes	Audience	Reviewer	Owner
1	Kickoff Meeting	Online meeting	26/10/2020	One-time	Introduce the project team and the project. review project objective and management approach.	Project Team, Project Sponsor, Stakeholders	Project Sponsor	Project Manager
2	Project Team Meeting	Meeting, Face to Face	Ongoing	Weekly	Weekly status meeting to discuss schedule and review status of the project with team	Project Team	System Engineer	Project Manager- Nasira
2a	Executive Sponsor Communication	PPT	Ongoing	Weekly	Weekly status report to executive sponsors for overview of the project progress	Executive Sponsors	Project Team	Project Manager
2b	Executive Sponsor Communication	Meeting	Ongoing	Monthly	Monthly executive overview of the project progress	Executive Sponsors	Project Team	Project Manager
3	Montly Project Status meeting	Meeting, Face to Face	Ongoing	Monthly	Report on the status of the project to management	PMO	Project Team	Project Manager
4	Project Status Report	Email, Face to Face	Ongoing	Weekly	Report the status of the project including activities, progress, costs and issues	Customer, Project Team, Project Sponsor, Stakeholders	Project Team	Project Manager
5	Task Progress updates	Email	Ongoing	Daily	Share daily progress made on project tasls	Project Team	Project Team	Project Manager
6	Statement of problem	Meeting, Face to Face	Ongoing	Daily	an issue to be addressed or a condition to be improved upon.	Customer, Project Team, Project Sponsor, Stakeholders	Project Team	Test Manager
7	Description of the Existing Situation	Meeting, Face to Face	20/11/2020	One-time	to be present under specified conditions or in a specified place	Project Team, Project Sponsor,	Project Team	Project Manager
8	Analysis of Options	Email	20/11/2020	One-time	Design and implement the new intranet capability using existing hardware and software. Based on discussing with stakeholders	Project Team	Project Team	Financial Analyst
9	Description of Potential Solution	Meeting, Face to Face	26/11/2020	One-time	The current problems encountered by users in reprocessing reusable medical devices and potential solutions to these problems.	Customer, Project Team, Project Sponsor, Stakeholders	Project Team	Implementation Manager
10	UX Design Review	Webpage	26/11/2020	One-time	Determining the best possible solution is critical to quality efforts.	Customer & Stakeholders	Project Team	Customer Support Manager