|  |  |
| --- | --- |
| Communication Management Strategy  Online Learning Platform | Prince2  Author:  Owner:  Client: Jarl Tuxen  Version: |

# Communication Management Strategy History

## Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| version | Revision date | Implemented by | Reason |
| 1.0.0 | 02-03-2016 | Åsa Wegelius | First draft |
| 1.0.1 | 03-03-2016 | Åsa Wegelius | Added Stakeholder Analysis, motivations & concerns, information needed |
|  |  |  |  |
|  |  |  |  |

## Approvals

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Name | Title | Date |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Distribution

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Name | Title | Date |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Table of Contents

Table of Contents

[1. Communication Management Strategy History 1](#_Toc444808714)

[1.2 Revision History 1](#_Toc444808715)

[1.3 Approvals 1](#_Toc444808716)

[1.4 Distribution 1](#_Toc444808717)

[2. Table of Contents 2](#_Toc444808718)

[3. Introduction 3](#_Toc444808719)

[4. Communication procedure 3](#_Toc444808720)

[4.1 Skype meeting 3](#_Toc444808721)

[4.2. Facebook group 3](#_Toc444808722)

[4.3. Scrum communication 3](#_Toc444808723)

[5. Tools and techniques 3](#_Toc444808724)

[6. Records 3](#_Toc444808725)

[7. Reporting 4](#_Toc444808726)

[7.2. Planned Reports 4](#_Toc444808727)

[8. Stakeholder analysis 4](#_Toc444808728)

[8.2. List of Stakeholders and Stakeholder diagram 4](#_Toc444808729)

[10.3 Stakeholders Motivation and Concerns 5](#_Toc444808730)

[Educational Institutions 5](#_Toc444808731)

[Employers 5](#_Toc444808732)

[Employees 5](#_Toc444808733)

[Students 5](#_Toc444808734)

[Content Providers 5](#_Toc444808735)

[9. Information needed for each interested party 6](#_Toc444808736)

# Introduction

First part will cover our internal communication strategy. The second part will cover stakeholders and our communication strategy concerning them.

# Communication procedure

## 4.1 Skype meeting

We will have one Skype meeting per week during the first stages up until 03-03-2016. This since the project is part time up until the last weeks before delivery. We will have best probability for everyone to participate if it is an online meeting.

We point out a secretary at start of the meeting to keep protocol. The protocol shall be simple and brief.

* Date
* Who is attending
* One point for each subject with a brief summary.

The participants tell what they have been working on since last meeting, and if they encountered any problems they need help with.

All protocols from those Skype meetings will be added in a document on GitHub.

## Facebook group

For all daily informal information. It can be someone gets an idea, or need help to solve a task or discover some issue that need to be solved immediately is written in our Facebook group. This to maximize how many sees the information.

## Scrum communication

* Each sprint will start with a planning meeting.
* During the sprint there will be daily stand-up meetings
* At the end of each sprint there will be a sprint review
* At the end of each sprint there will be a sprint retrospective

# Tools and techniques

Most communications up until 03-03-2016 will be online to ensure that all have an opportunity to get the information. We will use Facebook, GitHub and Skype.

We will use the backlog during the whole project to communicate the project scope to all.

We will use a sprint board during the sprint phase to communicate the state of the current sprint.

# Records

All records will be kept on GitHub in the Document folder for the project.

# Reporting

Written reports with a deadline to be uploaded at Fronter will be added in the backlog first. All will have an opportunity to choose what report/parts they would prefer to work on. Each team member is responsible to take tasks by themselves. That is, each team member decides for themselves how much they will put in the project. Åsa Wegelius is responsible to see reports are complete and delivered.

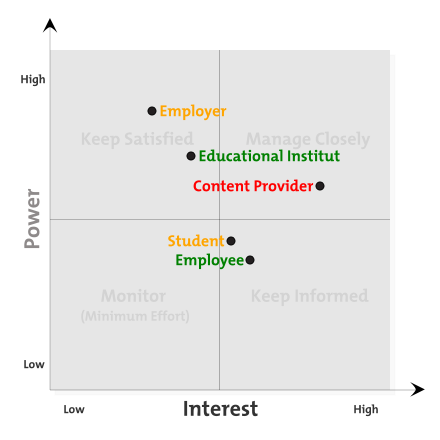
## Planned Reports

|  |  |
| --- | --- |
| Report | Delivery Date |
| Project Brief | 16-02-16 |
| Project Initiation Document | 04-03-16 |
| Solution Document | 11-03-16 |
|  |  |

# Stakeholder analysis

## List of Stakeholders and Stakeholder diagram

* Educational Institutions
* Employers
* Employees
* Students
* Content Providers



## Stakeholders Motivation and Concerns

### Educational Institutions

Providing samples of coursers online can be used as promotions to raise the interest in them. There can also be an interest in offering courses to a wider audience for public utility.

Some educations require specific prior knowledge. Providing online courses containing that knowledge as support to students before the course, will raise their throughput.

Educational Institutions tend to have a tight budget. It is therefore of concern if the system requires investments of expensive infrastructure.

### Employers

When you hire new staff they need to get to know the processes and tools that your workplace use. Facilitate with an online library to support the training of new staff can be both time saving and cost effective.

There is a rapid change in technologies and techniques in many fields. Employers today tend to look for cheaper solutions where they put the responsibility on being up to date on the employees. E-learning is therefore a perfect fit for their needs.

### Employees

There is an increase pressure on employees to keep update with the latest technologies and techniques from their employers. It can be a Make-or-Break to be able to prove you are educating yourself besides the daily work.

Being cheap, easy to access and convenient is of importance. You cannot plan your time when you study beside the daily work. Work have to come first and to be able to just log in and continue where you last stopped is a big plus. Then you can utilize the spare times at work and home whenever they occur.

### Students

Students today tend to not settle with the books and lectures they get from their educations. If they feel they lack information or find it hard to understand they look for online resources to facilitate them to complete their studies.

Taking courses online requires that you are able to both evaluate their quality and your own skill.

### Content Providers

They want to create content modules that results in effective learning. They might be commercial motivated by profit; they might have pressure from their employers or they might want to do it for common good.

Their main concern, especially the commercial motivated providers, is with their intellectual rights/copy rights. They are also concerned with how accessible the platform is and technology needed to create content modules.

# Information needed for each interested party

#### Communication plan Internal

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Communication type | Description | Frequency | Format | Participants |
| Informal messages | Tips, help requests, reminders etc. | When needed | Facebook | Team |
| Weekly project team meeting | Meeting to review status and action | Weekly | Skype | Team |
| Daily stand-up meeting | Meeting to review status and action | 4 times/week after  03-03-2016. | In person | Team |
| Sprint planning meeting | Present status and action | Before each sprint | In person | Team, Project Sponsor |
| Sprint review | Present milestones and deliverables | After each sprint | In person | Team, Project Sponsor |
| Sprint retrospective | Review the work process last sprint | After each sprint | In person | Team |

#### Communication plan Stakeholders

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Power/interest | Expectations/issues | Specific Key Messages | Communication Tactics |
| Educational Institutions | Keep satisfied | Increase pool of students  Avoid overload budget | -Platform easy to access for students  -Platform easy to access for content providers  -Low investment cost | Mass email or newsletter  Social media  surveys |
| Employers | Keep satisfied | Increase employee education | -Platform easy to access for employees  -Platform easy to access for content providers  -Low investment cost | Mass email or newsletter  Social media  surveys |
| Employees | Keep informed | Increase their market value  Save time | -Platform easy to access  -Manage your own time | Social media  surveys |
| Students | Keep informed | Complete their studies  Save time | -Platform easy to access  -Manage your own time | Social media  surveys |
| Content Providers | Manage closely | Publish course modules  Protect intellectual rights | -Platform easy to access  -License strategy | Social media  Surveys  workshops |