Project Communications Plan

To use this template: Use the sections needed for your project. Enter your project information in the [bracketed] areas.

Project: [Official title]

Project Timeline: [Start date – End date]

Date: [Document date]

Version: [Number]

## Project Communications Team

List the members of the communications team and their area(a) of responsibility for this project (e.g., Reviewer, Distributor, Campus Communications Partner).

| Name, Email | Title, Organization | Role |
| --- | --- | --- |
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|  |  |  |
|  |  |  |

## Project Background

[Project description]

[Project goals]

## Communication Objectives

* **[Objective 1].** [Description / Measurement]
* [**Objective 2].** [Description / Measurement]
* [**Objective 3].** [Description / Measurement]

## Communication Strategies

These strategies will be used to achieve the communication objectives, and to coordinate and deliver information to project stakeholders.

* **[Strategy 1].** [Description]
* **[Strategy 2].** [Description]
* **[Strategy 3].** [Description]

## Communication Review and Approval Process

Explain who is involved with what area of communication, the level of review or approval, and timeline for approval.

| Area of Communication | Who Is Involved | Level of Involvement | Timeline for Approval |
| --- | --- | --- | --- |
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## Key Audiences

List audience groups impacted by the change, or that need to be kept informed of the change. Common audiences include leadership, staff, faculty, internal and external application users, and students.

| Audience | Communication Need | Preferred Communication Method | Feedback Channel |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
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# Messengers/Change Champions

List groups or individuals that can be used to promote or convey change communications.

| Messenger/Change Champion | Area of Support | Communication Method |
| --- | --- | --- |
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|  |  |  |
|  |  |  |

## Key Messages

[Talking Points]

## Communication Timeline

This timeline is a living document and will be updated throughout the project life cycle to react to and accomodate changing communications needs, as well as incorporate deliverables identified by stakeholders as the project progresses.

| Due Date | Item | Audience | Person(s) Responsible | Done |
| --- | --- | --- | --- | --- |
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