

## Communications Guide

<b>Introduction</b>	The Communication Plan contains communications activities and events for all internal and external stakeholders impacted by the project
<b>Timing</b>	The communications Plan should be developed during the Planning, Analysis and Design Phase of PMLC
<b>Communication Plan</b>	The Communications Plan outlines project key messages, branding and visual identity considerations, stakeholder needs, and planned communications events and activities.
<b>Messaging</b>	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.
<b>Executive Staff</b>	Recommend use External Relations and have Executive Sponsor Approval
<b>Faculty</b>	Recommend use External Relations and have approvals from Executive Sponsor, School Dean and/or Provost's Office
<b>Staff</b>	Recommend use External Relations and have approval from Executive Sponsor
<b>Students</b>	Recommend use External Relations and have approvals from Executive Sponsor and Provost's Office
<b>External Stakeholders</b>	Recommend use External Relations and have Executive Sponsor Approval
<b>Messaging Medium</b>	Some types of Communication have specific sign-off and requirements, see infomail as an example
<b>Infomail Protocol and Guidelines</b>	Provides an overview of protocols and guidelines as related to distribution of mass emails to University students, faculty and staff. Lead time, required sign-offs, and general information is in this guide
<b>Branding and Visual Identity</b>	All branding and visual identity must conform to the GW standards. Contact External Relations for guidelines.
<b>Budget</b>	<b>ALL</b> 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
1			

Name of the Communications Piece	Medium	Delivery Date
<i>Examples:</i>	<i>Examples:</i>	<i>Examples:</i>
<i>Reminder emails to Finance Staff</i>	<i>email</i>	<i>on-going</i>
<i>Letter to Retirees re: benefit changes in 2012</i>	<i>USPS Printed Letter</i>	<i>specify Date</i>
<i>email to Executive Staff</i>	<i>4 color Process Print</i>	
<i>email to School of Business Faculty</i>	<i>Flyer</i>	
<i>Memo to Faculty</i>	<i>meeting</i>	
	<i>logo</i>	
	<i>website</i>	
	<i>survey</i>	
	<i>promotional piece</i>	
	<i>campus mail</i>	
	<i>infomail</i>	
	<i>GW Today</i>	
	<i>Advertising</i>	
	<i>phone</i>	
	<i>training session</i>	
	<i>memo</i>	
	<i>meeting</i>	
	<i>ITSM Ticket</i>	

Frequency	Description/Notes

Frequency	Briefly describe the content of the communication piece
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<i>Examples:</i> <i>daily</i> <i>weekly</i> <i>one-time</i> <i>quarterly</i> <i>yearly</i>  <i>bi-monthly</i>	<i>Examples:</i> <div>design logo for iBuy Travel and Expense/Pcard</div>
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Audience	Reviewer	Faculty / Staff / Student

Person(s) who will receive the communication	Person(s) who will review and approve the communications piece	Faculty/Staff/Student
<i>Examples:</i>	<i>Examples:</i>	<i>Examples:</i>
<i>Finance Directors</i>	<i>External Relations</i>	<i>Faculty</i>
<i>All GW Employees</i>	<i>Excutive Sponsor</i>	<i>Student</i>
<i>Retirees</i>	<i>Provost's Office</i>	<i>Staff</i>
<i>Deans</i>	<i>Deans</i>	
<i>Executive Staff</i>	<i>Executive Staff</i>	
	<i>Banner Steering Committee</i>	
<i>Faculty</i>		
<i>Students</i>		
<i>Parents</i>		
<i>School of Nursing</i>		
<i>VSTC Campus</i>		
<i>FB Campus</i>		
<i>IT Help Desk</i>		
<i>Banner Executive Committee</i>		
<i>EAS Users</i>		
<i>myGW Users</i>		
<i>GWEB Users</i>		

Owner

**Person(s) responsible for document**

*Examples:*

*External Relations - Joe*

*Rebecca*

*UWS (University Web Services)*

*IT Communications*

*FSS*

#	Communication	Medium	Delivery Date	Frequency	Description/Notes	Audience	Reviewer	Faculty / Staff	Owner
1	Project Team Building	Virtual Meeting		At the early of the project	Introduction of team members and virtual team building activities	Customer Team Advisor	Customer Team Advisor	Staff	Jeyshalini Tevosha
2	Project Team Communication	Virtual Meeting	Ongoing	Monthly	Weekly status meeting to discuss schedule, communications, actions, risks & issues	Project Team	Shivedhassen Balasingam	Staff	Jeyshalini Tevosha
3a	Executive Sponsor Communication	PPT	Ongoing	Monthly	Weekly status report to executive sponsors for overview of the project progress	Executive Sponsors	Jeyshalini Tevosha	Staff	Vishwareeta Vanoo
3b	Executive Sponsor Communication	Email	Ongoing	Monthly	Monthly executive overview of the project progress	Executive Sponsors	Jeyshalini Tevosha	Staff	Vishwareeta Vanoo
4	Project status report	Virtual Meeting	Ongoing	Weekly	Review project statuses and discuss potential issues or delays	Poject Team	Shivedhassen Balasingam	Staff	Jeyshalini Tevosha
5	Project review	Virtual Meeting	Ongoing	At milestones	Present project deliverables, gather feedback and discuss the upcoming steps	Project Team	Shivedhassen Balasingam	Staff	Previna Munuganan
6	Post-mortem meeting	Virtual Meeting		At end of project	Discuss the blockers and obstacles throughout the project, and actionable takeaways	Project Team	Vishwareeta vanoo	Staff	Jeyshalini Tevosha