**XXX Project**

Communication and Engagement Plan

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**DOCUMENT CONTROL**

**Change Control Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Version** | **Amendment** | **Description** | **Release Date** | **Updated by** |
| 0.1 | Create initial draft |  | 25.11.15 |  |

**APPROVALS**

*(Note: This plan should be signed off by the Project Board and managed by the Project Manager and Internal Communications)*

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| **Approver** | **Title** | **Date of issue** | **Version** |
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**INTRODUCTION**

## Summary

This should summarise the project at a high level, including where the project is at the point of writing the communications and engagement plan

## 1.2 Scope

**In scope:**

* All current university internal communications channels
* Particular Schools or Faculties

**Out of scope:**

* External communications
* Student communications
* Particular Schools or Faculties

## 1.3 Communications Challenge/Objectives

* All stakeholders are fully informed of the objectives, progress and outcomes of the project.
* All stakeholders feel that they have been appropriately engaged throughout.
* All stakeholders actively and positively support the progress and outcome of the project.
* Stakeholders change their way of working (explain)

**2 COMMUNICATIONS PLAN**

## 2.1 Key Messages

* Provide 5-8 key messages which you would want anyone involved in the project to be able to articulate (project team and stakeholders)
* They should be short and easy to understand
* They should avoid technical terminology as much as possible
* They should include current status, project aims and outcomes, benefits.

**2.2 Measurement of success of effective communication and engagement**

* Stakeholder views and feedback will be obtained during the project via project meetings, and the plan adjusted accordingly.
* As part of the closure process via an electronic survey based upon the project communication objectives.

**2.3** **Communication objectives by stakeholder group**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder** | **What should they know** | **How should they feel** | **What should they do** |
| QMSE | * Indicate the level of information they are required to know and frequency
* Examples you may choose to use are below
 | * Consider the impact of the project on them emotionally
* Ensure they are all positive statements
* Examples are listed below
 | * Clear statements about actions you will either expect to see as a result of the project or request them to do.
 |
| FOOs | * Aware that the project is progressing
* Understand how they can support it
 | * Involved
* Supportive of the approach and outcome
* Assured the project supports their institute
 | * Statements you may choose to use:
* Provide input into the process
* Share knowledge and experience
 |
|  School Managers | * Aware that the project is progressing and the importance/impact on their School
 | * Supportive of the approach and outcome
 | * Assist in user acceptance testing
* Advocates of the project
* Provide necessary resources to the project
* Ensure post project sustainability
 |
|  |  |  | * No action required
* Undertake training
* Change the way they work
* Actively engage in the process
 |
| IT Lead Team  | * Understand their role, high level elements of the process
 | * Confident that the project and stakeholders are being managed appropriately
* Comfortable supporting the project team where necessary
 | * These bullet points should be standard
* They should match the role requirements as defined in the project governance
 |
| ITS staff | * Aware of project
* Understand their role
 | * Commitment to support as necessary
 | * Support as necessary
* Advocate
* Change way of working as necessary
 |
| Project Board | * Understand their role, high level elements of the process
 | * Kept informed at all stages
* Able to, with the information provided, to make decisions when required
 | * These should be standard
* Make decisions on behalf of the project
* Approve the completion of project stages
* Authorise the start of the next project stage
* Escalation to ITSIB?
* Authorise project closure
* Communicate the benefits of the project
* Actively engage in the process/their role
* Regular attendance at board meetings
 |

###### 2.4 Communication and Engagement Plan

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date****frequency** | **Activity/channel** | **Purpose** | **Stakeholder** | **Who** | **Notes** | **Evidence of success** |
| **Initial Development** |
|  |  | * *Include outcomes, key messages*
 | *Who do you want to aim your comms at?* | *Who will do it* | * *Provide any information about support materials*
 | * *Examples would include*
* *Materials published*
* *Recall/anecdotal feedback from stakeholders*
* *Page hits*
* *Online survey*
* *Board member feedback*
 |
|  |  |  |  |  |  |  |
| **Regular communications** *(standard for all projects)* |
| weekly | Weekly project update | * Formal reporting of project to PMO – record on track status and costs
 | PMOHead of ITS P&C | PM | * Standard PMO template
 | * Published and circulated weekly to project team
 |
| monthly | Monthly project board update | * Update board members
 | Board | PM | * Standard PMO template
 | * Published, circulated to, and discussed by Board
 |
| 6 weekly | ITSB report  | * Ensure project progress is reported to key stakeholders
 | ITSIB | PM | * Standard PMO template
 | * Published, circulated to, and discussed by ITSIB
 |
| Monthly | Intranet project update | * Provide regular update on project progress, celebrate milestone success
 | School Managers Heads of Schools | PM | * Standard PMO template
 | * Published
* Page hits
 |
| Monthly | e-News  | * Provide summary ‘news of progress, celebrate milestone success, professional positioning of ITS and project management
* Using links, encourages visits to full project information
 | School managersHeads of Schools | K Friis | * Summary of monthly updates
 | * Anecdotal feedback via FRMs, direct to KF
 |
| Monthly | FRM update | * Provide faculty/institute specific update on project progress or key milestones
 | FRM | PM | * Standard PMO/Comms template
 |  |