**XXX Project**

Communication and Engagement Plan

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**DOCUMENT CONTROL**

**Change Control Table**

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| --- | --- | --- | --- | --- |
| **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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**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 | PMO  Head 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 managers  Heads 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 |  |