

PROJECT COMMUNICATION PLAN

A well planned project has a well-planned Communication strategy. Use this template when creating a Communication Plan.

What	Who/Target	Purpose	When/Frequency	Type/Method(s)
Flyers/posters	Incoming Freshman	To provide information about new Mobile Apps to incoming Freshmen at Orientation	Each of 6 Orientation Fairs starting 6/10/13 through 6/27/13 and the August Orientation Fairs 8/27 & 8/28	In person @ information tables
Student Announcement	All Registered Students	To inform all registered students about new Mobile Apps	First teaser SA week of 6/10 Second week of 7/15 First Live announcement week of 8/5 Second 8/28 Third 9/9	Email/Shows in Portal
BSU Webpage	BSU Community	To provide information to the BSU community about the new Mobile Apps	Intranet page – mid June	Web Page with FAQs
Community Announcement	Faculty & Staff	To provide information to the BSU Faculty and Staff about the new Mobile Apps	First teaser CA week of 6/10 Second week of 7/15 First Live announcement week of 8/5 Second 8/28 Third 9/9	Email & Communications tab of Intranet
Student Portal	All Registered Student	To provide information about New Mobile Apps to all registered students	Mid June Teaser message	Message on right side of portal Links to Install/FAQs
Posters	BSU Community	To provide information to the BSU community about the new Mobile Apps	Late Summer	Posted in buildings
EdTech day	Faculty	To provide information to the BSU faculty	August 15	Flyers in EdTech packets
Social Media	BSU students	To inform all registered students about new Mobile Apps	Teaser info starting in June Go Live info Early August Updates and student comments early September	Ed Cabellon: Twitter, Blog, Facebook and Campus Center's Design and Video team Cindy Kane: Post on Twitter @Off2BSU and Blog <a href="http://off2bsu.wordpress.com">off2bsu.wordpress.com</a> Facebook ResNet, OSIL, and Helpdesk Facebook
ResNet packets	BSU Resident Students	To provide information about new Mobile Apps to students living on campus	Teaser Flyer in Summer mailing and Fall Move-In day	ResNet Information Packages
Announcement	Professors and students using Blackboard	To provide information that although BB courses will show in the Courses app they will not see Assignments or Discussions	Now/Permanent until BB ends	BB/Moodle splash screen message