



Communications Plan Template

1. Targeted audiences (list of all targeted audiences)
2. Key messages and release schedule (use tables below or copy/paste from Excel worksheet; use suggested key messages from templates for each audience)

a. Audience: **executives**

Timing	Message content	Delivery mechanism	Sender	Date and time
First indications of change				
Early stages of the project				
During the design of the change				
Before implementation				
During implementation				
Post-implementation				

b. Audience: **mid-level managers and supervisors**

Timing	Message content	Delivery mechanism	Sender	Date and time
First indications of change				
Early stages of the project				
During the design of the change				



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Before implementation				
During implementation				
Post-implementation				

c. Audience: **employees**

Timing	Message content	Delivery mechanism	Sender	Date and time
First indications of change				
Early stages of the project				
During the design of the change				
Before implementation				
During implementation				
Post-implementation				

d. Audience: **students**

Timing	Message content	Delivery mechanism	Sender	Date and time
First indications of change				
Early stages of the project				
During the design of the change				
Before implementation				
During implementation				



Post-implementation

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e. Audience: **Faculty**

Timing	Message content	Delivery mechanism	Sender	Date and time
First indications of change				
Early stages of the project				
During the design of the change				
Before implementation				
During implementation				
Post-implementation				

3. Communication risks

4. Budget

5. Appendices

- a. executive messages and presentations
- b. mid-level manager messages and presentations
- c. employee messages and presentations
- d. student messages and presentations
- e. faculty messages and presentations