Communications Plan Template

1. Targeted audiences (list of all targeted audiences)

*Some examples:* Students, Faculty, Advising Staff, , Division Staff, Enterprise-wide, i.e., all stakeholders (leadership, faculty, staff, students)

1. Key messages and release schedule (use tables below or copy/paste from Excel worksheet; use suggested key messages from templates for each audience)
	1. **Audience: Campus Leadership**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 |  |  |  |  |

* 1. **Audience: Mid-level managers and supervisors**

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| --- | --- | --- | --- | --- |
| **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 |  |  |  |  |

* 1. **Audience: Employees (staff)**

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| --- | --- | --- | --- | --- |
| **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 |  |  |  |  |

* 1. **Audience: Students**

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| --- | --- | --- | --- | --- |
| **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 |  |  |  |  |

* 1. **Audience: Faculty**

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| --- | --- | --- | --- | --- |
| **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 |  |  |  |  |

1. Communication risks
2. Budget (if applicable)
3. Appendices (Optional)
	1. Campus Leadership messages and presentations
	2. Mid-level manager messages and presentations
	3. Employee/Staff messages and presentations
	4. Student messages and presentations
	5. Faculty messages and presentations

**Sample Campus Leadership Message by Audience**

**Keys to Degree** | *Department Email Templates*

**Objective:** *The following are communications templates to introduce the Finish in Four/KEYS to Degree process to students. These copy blocks can be used “as is” or modified for specific department messaging needs. The strategy is to ensure better student engagement by having their major department – versus “the University” communicate the programs. In addition, a template from departments to advisors is included alerting advisors that students have been encouraged to meet with them.*

**DEPARTMENT LAUNCH EMAILS** (segmented by audience)

**Student Emails**

1. **1st year students with plans in October 2016**

Subject: Test Drive your KEYS to Degree Toolbox

Dear Students,

As President Nelsen shared with you, the new KEYS to Degree Toolbox (Kit to Empower your Success) is launching this October, and we are excited to help rollout this new program that truly supports your education goals. This integrated approach is a ‘work smarter not harder’ way to make the process of planning, scheduling, enrolling, assessing and graduating easier.

You’re receiving this message because your major is among those in the first rollout group, and we encourage you to log into My Sac State, review and begin to personalize your Smart Planner (one of the newest tools in the KEYS Toolbox) in advance of your first year advising appointment. To learn more about the new Smart Planner and your KEYS Toolbox, please visit **csus.edu/smartplanner**.

Questions or need help accessing Smart Planner? Please visit the Student Technology Center in AIRC 3007.

1. **Transfer students with plans in October 2016**

Subject: Test Drive your KEYS to Degree Toolbox

Dear Students,

As President Nelsen shared with you, the new **KEYS to Degree Toolbox** (Kit to Empower your Success) is launching this October, and we are excited to help rollout this new program that truly supports your education goals. This integrated approach is a ‘work smarter not harder’ way to make the process of planning, scheduling, enrolling, assessing and graduating easier.

You’re receiving this message because your major is among those in the first rollout group, and we encourage you to log into My Sac State, review your plan and begin to personalize your Smart Planner (one of the newest tools in the KEYS Toolbox). We encourage you to meet with your advisors to walk through the tools and check your progress to degree. To learn more about the new Smart Planner and your KEYS Toolbox, please visit **csus.edu/smartplanner**.

Questions or need help accessing Smart Planner? Please visit the Student Technology Center in AIRC 3007.

1. **Current students with plans in October 2016**

Subject: Test Drive your KEYS to Degree Toolbox

Dear Students,

As President Nelsen shared with you, the new KEYS to Degree Toolbox (Kit to Empower your Success) is launching this October, and we are excited to help rollout this new program that truly supports your education goals. This integrated approach is a ‘work smarter not harder’ way to make the process of planning, scheduling, enrolling, assessing and graduating easier.

You’re receiving this message because your major is among those in the first rollout group, and we encourage you to log into My Sac State, review your plan and begin to personalize your Smart Planner (one of the newest tools in the KEYS Toolbox). We encourage you to meet with your advisors to walk through the tools and check your progress to degree. To learn more about the new Smart Planner and your KEYS Toolbox, please visit **csus.edu/smartplanner**.

Questions or need help accessing Smart Planner? Please visit the Student Technology Center in AIRC 3007.

1. **Follow-Up with students with plans in October 2016 (post registration)**

Subject: Have you logged some mileage in your KEYS to Degree Toolbox?

Dear Students,

Have you unlocked the possibilities within KEYS to Degree? Your fellow students have let us know that they are enjoying the ease of setting schedules, the progress dashboard and the flexibility to personalize within Smart Planner. Are you one of them? If not, we encourage you to log in today and check your plan, see if you’re on track, and feel encouraged by the progress you’ve made to your degree! Visit **csus.edu/smartplanner** and meet with your advisors to answer any questions.

Questions? Please contact [TBD] at xxx-xxx-xxxx or XXXX@csus.edu.

1. **Intro to Advisors prior to launch** (Departments to Advisors)

Subject: Supporting your Students with Smart Planner

Dear Advisors,

The **KEYS to Degree Toolbox** (Kit to Empower Your Success) is launching this October and already students are learning about this new, integrated way to simplify the process of planning, scheduling, enrolling, and assessing their path to a degree under the Finish in Four Initiative. The KEYS Toolbox connects existing campus systems and debuts the newest tool – Smart Planner – which will make it easier for students, faculty and advisors to plan for timely graduation.

This message is to inform you that we have been communicating with the first phase rollout students (those whose majors are currently in the Smart Planner tool), and have encouraged each of them (whether required to or not) to set up an appointment with you to check on their progress in Smart Planner and to answer any questions.

We want to support you as you serve students and offer a host of talking points, FAQ’s and training guides at **csus.edu/smartplanner.**

Questions? Please contact [TBD] at xxx-xxx-xxxx or XXXX@csus.edu.