

*Enterprise Architecture (EA)*

*Communications Plan Template*

# Table of Contents

<b>TABLE OF CONTENTS .....</b>	<b>1</b>
<b>1. OVERVIEW.....</b>	<b>1</b>
1.1    PURPOSE AND SCOPE .....	1
<b>&lt;PROJECT/SYSTEM&gt; STAKEHOLDERS AND ASSOCIATED COMMUNICATIONS GOALS.....</b>	<b>1</b>
1.2    BACKGROUND.....	1
1.3    STAKEHOLDERS AND GOALS .....	2
<b>3. COMMUNICATIONS STRATEGIES AND TACTICS .....</b>	<b>3</b>
3.1 <STAKEHOLDER GROUP 1> STAKEHOLDERS .....	3
3.2 <STAKEHOLDER GROUP 2> .....	4
3.3 <STAKEHOLDER GROUP 3> .....	4
<b>4. COMMUNICATIONS ACTION MATRIX.....</b>	<b>5</b>
<b>5. ADDITIONAL COMMUNICATIONS RESOURCES.....</b>	<b>8</b>

Note: This document is a template that includes sample text for some of the paragraphs, providing the reader with an illustration of typical content. Authors can follow the template outline and replace the sample content with information specific to their project. The magnitude of your project will determine the number of communications actions required and level of detail and thus the size of Communication Plan for your project. Places where text may simply be replaced with appropriate data are mark by *<word>*.

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# 1. Overview

## 1.1 Purpose and Scope

The purpose of this document is to define the communications goals and strategies of the <PROJECT OR SYSTEM NAME>. The plan identifies <PROJECT or SYSTEM NAME> stakeholders and outlines the goals of the communication efforts to reach and inform each group. These high-level strategies and goals are intended to provide guidance in planning and measuring results of the current and future communications efforts.

Without detailed plans for communications activities that identify the organizational, policy, and material resources needed to carry them out, the <Project> will not be able to secure needed resources, coordinate efforts with other groups, or report its activities and results to oversight stakeholders. Risks of insufficient planning include: failure to accomplish key objectives; duplication of effort; waste of resources; and stakeholder rejection of future requests for communications support.

<Project> Communications efforts should be based on explicit, detailed Communications Plans, with a matrix of specific actions addressing communications needs of each stakeholder group. Success for <Project> communications should be measured against plan objectives and the IT Project Manager should provide regular updates to the Business Project Manager on each objective.

## <Project/System> Stakeholders and Associated Communications Goals

### 1.2 Background

The <name of Department/Office> is developing the <Project/System> as part of the <Program> to provide <describe functions or capability provided by the system>.

The <name of business unit> has oversight responsibility, ensuring that <Project/System> goals and functionality are integrated with the needs of the <list of users/stakeholders as appropriate>.

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## 1.3 Stakeholders and Goals

Communication is the *<Project/System>* primary tool for promoting cooperation, participation, and coordination between all stakeholders. *<Project/System>* has *<three>* primary stakeholder groups and has specific communications goals for each.

### 2.2.1 <Stakeholder Group 1>

Provide a brief description of stakeholder group, and their involvement with the project/system.

Goals:

Inform and secure commitment from *<Stakeholder Group 1>* to support and participate in *<Project/System>*.

Support *<Stakeholder Group 1>* so they may fully utilize the functions of *<Project/System>* in their key business processes.

Objectives:

All major *<Stakeholder Group 1>* agencies participate in *<Project/System>* by FY 2005, with appropriate resources, program management, and policies to support their participation.

Secure commitment from *<Stakeholder Group 1>* to meet their needs.

### 2.2.2 <Stakeholder Group 2>

Provide a brief description of stakeholder group, and their involvement with the project/system.

Goal:

- Inform *<Stakeholder Group 2>* oversight organizations on the need for *<Project/System>*, its scope, and progress of implementation.

Objectives:

Create a sense of urgency in the *<Stakeholder Group 2>* community for timely development and implementation.

- Leverage stakeholders as providers of strategic direction and advocates for funding, public understanding, and public support.
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### **2.2.3 <Stakeholder Group 3>**

Provide a brief description of stakeholder group, and their involvement with the project/system.

Goals:

Inform the <Stakeholder Group 3> about the benefits which <Project/System> will provide to them.

Secure timely <Stakeholder Group 3> participation in the definition of common functionality that will be integrated into <Project/System> development.

Objectives:

Promote the <Stakeholder Group 3> participation in the integrated <system name> system.

Leverage the <Stakeholder Group 3> as advocates for public understanding, support, and funding.

## **3. Communications Strategies and Tactics**

The communications activities and relationships described in this plan will change as the <name> Program evolves.

### **3.1 <Stakeholder Group 1> Stakeholders**

Table 3.1 lists Stakeholder Group 1 communications strategies and tactics by action owner.

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**Table 3.1 Communications strategies, owners, and tactics**

Stakeholder and Goal	Strategy	Owner	Tactics
Stakeholder Group 1 Goal: Commitment	Outreach to government agencies and industry, informing them of the <SYSTEM> vision, planned functions, and requirements for participation	Business Unit	Executive briefings
Director & Senior Management Staff Goal: Full utilization of <SYSTEM> functions	Inform them of benefits to be gained from integrating key business processes; and seek their input on key policy decisions	Project Manager	Executive briefings leading up to major release dates
System Users Goal: Full utilization of <SYSTEM> functions	Inform 'Community of Interest' of development status, changes to functionality and release dates, and planned implementation activities	Project Communications Officer	Informational emails, quarterly town hall meetings; web site with status info
IT Director & CIO Goal: Full utilization of <SYSTEM> functions	Involve senior IT executives	Project Manager	Executive briefings Newsletter distribution

### 3.2 <Stakeholder Group 2>

Table lists Stakeholder Group 2 communications strategies and tactics by action owner.

### 3.3 <Stakeholder Group 3>

Table lists <Stakeholder Group 3> communications strategies and tactics by action owner.

**Table 3.2 Communications strategies and tactics <Sample>**

Stakeholder and Goal	Strategy	Owner	Tactics
Stakeholder Group 2 Goal: Educate	Present <SYSTEM> participation benefits to relevant oversight and funding stakeholders	Business Project Manager	Support strategic and technical briefings
Stakeholder Group 3 Goal: Educate	Describe <SYSTEM> benefits and progress	IT Project Manager	Ongoing updates: cost-benefit analyses, implementation progress
Stakeholder Group 3 Goal: Funding	Request funding for <SYSTEM> through ...	Business and IT Project Managers	Support stakeholders as required to brief <IT>management
Stakeholder Group 2 Goal: Participation	As system develops, provide constituents with feedback opportunities	Business Project Manager	June- October: meet with constituents to obtain feedback on Requirements development  October- February: meet with constituents to discuss system design and deployment  Participate in ongoing forums for interaction; e.g. industry association meetings, working groups

## 4. Communications Action Matrix

The Project Communications Officer (a member of the IT development team) should work with the project team, including Business Project Manager to develop a “matrix” of communications activities around each project milestone. This matrix would include detailed activities such as:

- Designate “owners” responsible for communications products and activities for each project milestone
  - The resources required for these efforts in terms of personnel and budget, and where the personnel and budget would be obtained
  - A list of key messages and benefits statements, with an assigned message “owner” as a central point of contact
  - Processes for vetting communications messages and products
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- List priority customer groups targeted for participation in <SYSTEM>, including:
  - The policy level contact to be approached at each organization. This person should be empowered to make decisions regarding participation in and ongoing commitment to <SYSTEM>:
  - The schedule for approaching each; and
  - The designated spokesperson from the <Project> tasked with developing the relationship with each targeted group.
- List contacts from current (legacy) system users, indicating:
  - Whether they are the appropriate representatives to carry communications and change management messages into their environment; and
  - If the current contacts are not the appropriate person, such contacts should be identified and included in planning.

Figure 4 provides a sample Communication Action Matrix. Additional rows should be added to the matrix as required by your project.

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**Figure 4. Sample Communications Action Matrix**

<b>Communication Item</b>	<b>Description</b>	<b>Purpose</b>	<b>Frequency</b>	<b>Media/Distribution</b>	<b>Audience</b>	<b>Responsibility</b>	<b>Date of First Issue</b>	<b>Estimated Quantity and Cost</b>
Budget Review Meeting Minutes	Review financial and budget information	Conduct variance analysis of budget and actual financial results	Monthly: 3 <sup>rd</sup> Wednesday	Budget status reports distributed via email	Business Project Manager; IT Project Manager; team leaders	IT Project manager	4/1/05	None – electronic distribution
Project Status Meeting Minutes	Attendees, agenda, areas/presentations, persons responsible for presentations, action items, next meeting	Informational– For project monthly meetings; formal review of minutes from previous meeting	Monthly	PowerPoint presentation; distributed via email	Project executive, customers	Project executive	3/1/05	Staff time for preparation. No external distribution.
Issues Documentation	Issues ID, creation date, description, person responsible, status, status date	Informational – To track all issues related with the project	Weekly (as required) during project meetings	Electronic entry to status system	Project team members	Project manager	6/9/05	None – electronic distribution
Action Items Documentation	Action ID, creation date, description, person responsible, status, status date	Informational – For all actions items tracked by project	Weekly (as required) during project meetings	E-mail	Project team members	Project manager	6/9/05	None – electronic distribution

## 5. Additional Communications Resources

Additional resources should be developed, including:

- Details on the <XXXXXX> Group, its charter, participants, meeting practices, and contributions toward communications
- A newsletter that promotes the benefits of <SYSTEM> participation, describes progress toward government-wide participation, conveys technical and programmatic developments, and highlights the importance of participation in requirements definition
- A basic brochure to distribute within organizational components targeted for participation
- List key contacts for <SYSTEM> within each group of stakeholders