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| **(Policy Name Here)** | **Describe Plan Process/Procedures** | **Framework for Developing Plan** |
| **Key Message(s)** |  | What do you want your audience to know or understand about the policy? Include where they can find the policy and contact information. |
| **Audience(s)** |  | List Target Audience(s): Ex. Faculty, Staff, Students, Event Managers, Building Managers, etc. |
| **Timing/Frequency** |  | When? Frequency of project communication?  Ex. Fall/Spring/Summer Semesters, Quarterly message dissemination |
| **Resources** |  | What financial/non-financial resources have been identified in order to effectively implement this communications plan? |
| **Method/Channel** |  |  Print newsletters/magazines   Flyers   Posters, banners, similar media   Intranet   Web site; other web-based media: blogs, webinars etc.   Electronic newsletters, boards, messaging   Video   Computer/video kiosks   Multi-media presentation   Town Hall Meetings   Lunch and learn events   Face-to-face small meetings   Off site meetings, retreats, and events   Onsite events, speeches, training |
| **Accountability** |  | Who is responsible for communication of policy information? Who owns the activity as well as who actually delivers the message.  Example: Policy Owner, Policy Owner Designee, Policy Specialist |
| **Desired Results** |  | What is the expected outcome? List all.  Ex. Increased awareness, meet/exceed compliance obligation, best practice |

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| **TEAM/RESPONSIBILITIES** |

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| **Name** | **Contact Information (Phone/Email)** | **Role/Responsibility** |
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