Communications Management Plan - Overview
Digital Learning Environment Implementation Project

UW Stevens Point

Approved by UWSP DLE implementation committee 11/10/2017

Introduction

The Communications Management Plan serves as a guide for communications throughout the life of the project and will be updated as communication needs change. Roles involved in the project, a communications matrix, a guide for conducting meetings, a guide for decision making and escalation, and a project team directory/structure are included. This plan will closely coordinate with the Digital Learning Environment (DLE) Institution Implementation Project Communications Plan that will be run within the same program.

Communications Management Approach and Constraints

The communication matrix will serve as the guide for all project communications. The project manager will work with the communication owner to verify the communication is complete and make updates to the plan. The communications specialist will assist the communication owner in executing the individual communications. Changes to the communication plan, including frequency, objective, and owner for planned communications and additions to the communications plan will be reviewed with the project executive sponsors at the monthly status update meetings. Updates to the plan will be distributed to stakeholders as needed. Individual communications to stakeholders or stakeholder groups to complete deliverables within the project plan will not be recorded in the project communication plan.

Stakeholder Communication Requirements

The stakeholder register is used to define the communications requirements. Each stakeholder or stakeholder group was identified along with their project requirements, expectations and communications goal. The communication goal was determined by understanding their level of power on the project and level of interest in the project. Based on the scores, the stakeholder is aligned with one of four goals for communications: Keep Satisfied, Monitor, Manage Closely and Keep Informed. The communications mechanism and content will align with the goals and expectations for each stakeholder. See the Stakeholder Register for the breakdown. The project manager and communications specialist will ensure the stakeholders have access to the communication channels identified.

Roles

Institution Project Teams
The institution project team is comprised of the institution sponsor, institution project manager and the institution project team.

Communication Constraint: The institution sponsor and project manager should be made aware of key decisions, changes or new updates before the institution project team or stakeholders so they understand how the information will be communicated along with their role in communicating the information. Having the information ahead of other stakeholders will allow thoughtful time to support the message by communicating in a positive and forward looking way to their institutions. Decisions made within working teams will be communicated to

the institution sponsor and project manager prior to general communication. This will help in aligning the UWSA and institution communications plans.

The members of the UWSP Project Team are:

Institution Sponsor, Greg Summers
The institution sponsor is the champion of the project and responsible for the institution project charter including funding and outcomes. The institution sponsor is expected to take an active role in the communication and leadership on the project. The institution sponsor is responsible for providing the resources and support for the project, and will ultimately be responsible for the project success at each institution. The institution sponsor is responsible for faculty engagement and faculty inclusion on the institution project team.

Institution Project Manager, Sean Ruppert
The institution project manager has responsibility for the execution of the project with authority from the institution sponsor. Institution project manager is responsible for leading the institution's technical and instructional project team to meet the project objectives. Institution Project Manager is responsible for coordinating the completion of project plans and documents, leading the institution project team to complete the project work and providing the institution's progress updates.

Institution Project Team: Sean Ruppert, Al Bond, Wayne Sorenson, Eric Simkins, Carey Elza, Joy O'Neil, Mert Kartal, Amy Riggs, Mindy King
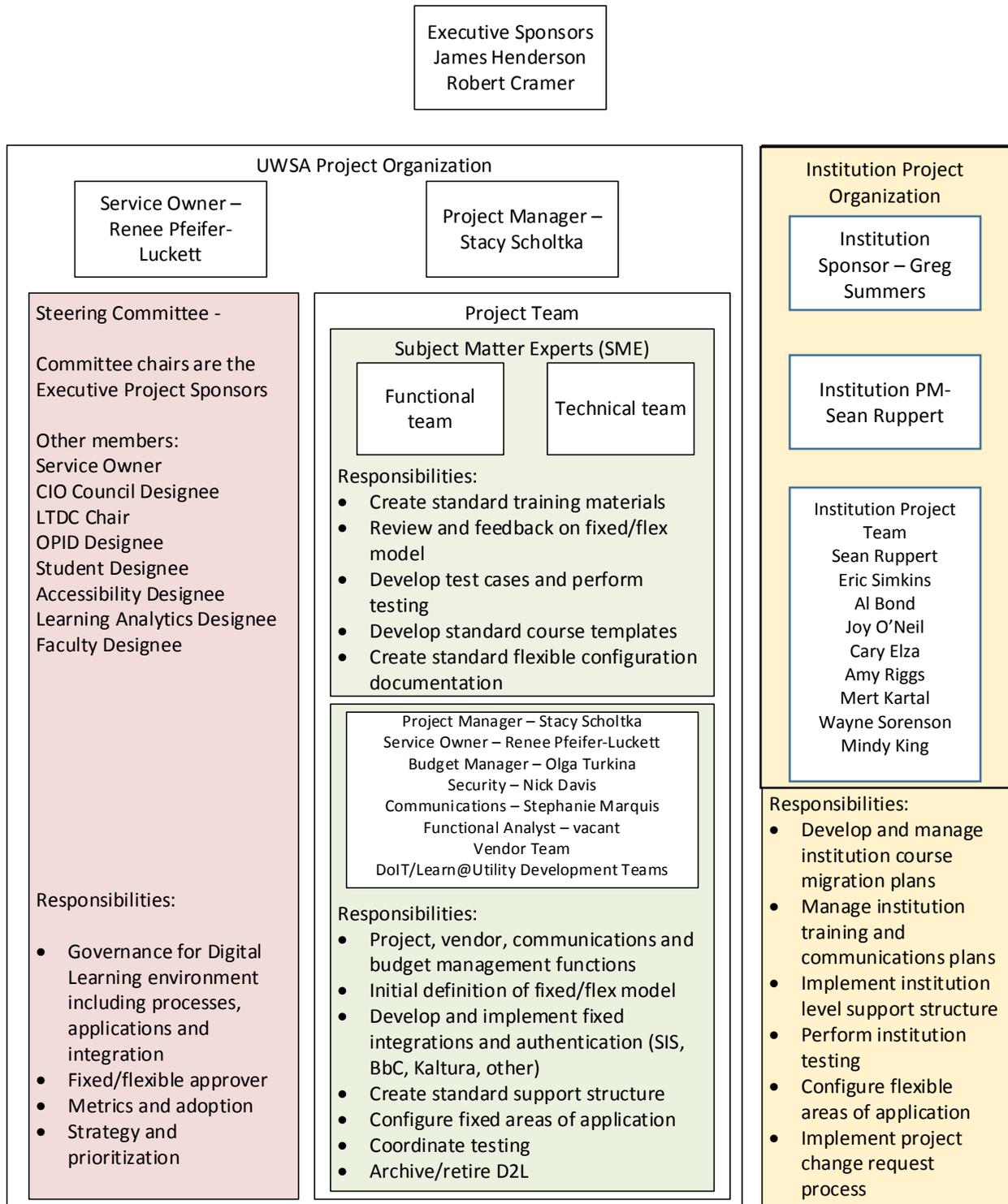The institution project team is comprised of representatives from impacted departments who have a role performing work on the project. They are expected to participate in the creation of deliverables and complete the tasks and action items as agreed to in the project schedule. All project team members are expected to identify and communicate risks and issues with the institution sponsor and institution project manager.

Constraint: Each institution will identify their project team. Faculty representatives must be included on the institution project team for this project. The institution provost and CIO must both sign-off on the institution project team members.

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Project Organization Structure

Digital Learning Environment Implementation Project – Team Organization

Executive Sponsors
James Henderson
Robert Cramer

UWSA Project Organization

Service Owner – Renee Pfeifer-Luckett

Project Manager – Stacy Scholtka

Steering Committee -

Committee chairs are the Executive Project Sponsors

Other members:
Service Owner
CIO Council Designee
LTDC Chair
OPID Designee
Student Designee
Accessibility Designee
Learning Analytics Designee
Faculty Designee

Responsibilities:

- Governance for Digital Learning environment including processes, applications and integration
- Fixed/flexible approver
- Metrics and adoption
- Strategy and prioritization

Project Team

Subject Matter Experts (SME)

Functional team

Technical team

Responsibilities:
- Create standard training materials
- Review and feedback on fixed/flex model
- Develop test cases and perform testing
- Develop standard course templates
- Create standard flexible configuration documentation

Project Manager – Stacy Scholtka
Service Owner – Renee Pfeifer-Luckett
Budget Manager – Olga Turkina
Security – Nick Davis
Communications – Stephanie Marquis
Functional Analyst – vacant
Vendor Team
DoIT/Learn@Utility Development Teams

Responsibilities:
- Project, vendor, communications and budget management functions
- Initial definition of fixed/flex model
- Develop and implement fixed integrations and authentication (SIS, BbC, Kaltura, other)
- Create standard support structure
- Configure fixed areas of application
- Coordinate testing
- Archive/retire D2L

Institution Project Organization

Institution Sponsor – Greg Summers

Institution PM- Sean Ruppert

Institution Project Team
Sean Ruppert
Eric Simkins
Al Bond
Joy O'Neil
Cary Elza
Amy Riggs
Mert Kartal
Wayne Sorenson
Mindy King

Responsibilities:
- Develop and manage institution course migration plans
- Manage institution training and communications plans
- Implement institution level support structure
- Perform institution testing
- Configure flexible areas of application
- Implement project change request process

Communication Methods and Technologies

The communication methods are based on several factors: stakeholder communication requirements, available technologies, and organizational standards.

All project communication will be maintained as agreed to in this plan. There will be an approval process for communications distributed to the broad group of stakeholders or any communications posted to large audiences (email, website, other). Tactical or activity based communications may require review depending on the content. If the communication content is noteworthy, controversial or breaking news, then the Project Manager and Service Owner will assess and determine the level of review needed. All normal project communications for status and deliverable follow-up do not need the review.

Common methods of communication on the project will be:
- Website with general project information, status updates, project documents (including deliverables) and decisions
- Email for status updates, deliverable updates and task follow-up/completion
- Project management/activity tracking software - Microsoft Teams
- Meetings including using the standard meetings for various groups for project updates and project meetings that are schedule to complete the work of the project. This can include face to face and web conference meetings
- Chat, informal conversations and phone calls for individual discussions. If there are significant findings during the call or chat that could impact the project, the details should be recorded in the appropriate project location
- Face to Face informational meetings on campus for faculty, staff, and students
- Booths at information fairs, etc.

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Communications Matrix

The following table identifies the communications requirements for this project. The table will be updated as the communication needs change.

Communication Type	Objective of Communication	Medium	Frequency	Audience	Owner	Deliverable
Project website	Provide project updates focused on the stakeholder groups with the goal to keep informed. Collect and answer questions and comments from campus community.	• Website	Once, content updated weekly	• All stakeholders with a focus on the "keep informed" group	Project Manager	• Website
Project website launch	Inform all stakeholders the website is available and the website purpose. This will be after the letter of intent is issued. Project charter, high level timeline and project organization structure will be explained on the website.	• Email with Website link	Once	• All stakeholders	Project Manager	• Website • Email
Project Team Status Meetings	Review status of the project with the team and institution project sponsors and project managers	• Face to Face	As needed, at least monthly	• Project Team, institution project sponsors and institution project managers	Project Manager	• Status report • Meeting Minutes • Risk register updated • Communication plan updated • Project plan updated
CIO update	Review project status and next steps	• Face to face, email status, or Web conference	Monthly	• UWSP CIO	Project Manager	• Status update • Risk register updated • Communication plans updated • Project plans updated
Institution Project Sponsors	Review project status and next steps	• Email, face to face	Quarterly	• Project Sponsors	Project Manager	• Status update • Risk register updated • Communication plans updated • Project plans updated
LTDC Team Updates	Share the status of the project	• Email	Monthly	• Steering Committee	Service Owner	• Status report

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UWSP Campus	Share the status of the project	• MOD, SMOD, website update,	Monthly	• Instructors • Students • Staff	Project manager	• Status report
UWSP Campus	Share the status of the project	• Face to Face info sessions, Info fairs	Bi-annually	• Instructors • Students • Staff	Project manager	• Status report •
UWSP administrative updates	Share the status of the project	• Email or Face to Face	Monthly	• Chancellor • Provost • Deans • CE director	Project manager	• Status report
UWSP IT	Share the status of the project, identify action items needed from IT	• Face to Face, email	As Needed, at least Monthly	• CIO • IT Managers • Service Desk Manager	Project manager	• Status Report • Project Plans updated
Faculty Governance	Share the status of the project	• Email, Face to Face	Monthly	• ITC • Faculty Council • Common Council • Council Exec Committee	Project Manager,	• Status Report
Supporting Units	Share the status of the project	• Email, Face to Face	Monthly	• Advisors • Registrar • Disability Services • Library	Project manager	• Status Report