[Project Name]
Communications Plan
[Date]

Berkeley
UNIVERSITY OF CALIFORNIA

UC BERKELEY PROJECT COMMUNICATIONS PLAN

PROJECT NAME:
Back-office projects are best served by clear, descriptive names, while projects depending on broadbased acceptance are best served by an illustrative name that does not resonate as corporate-speak.

PROJECT DESCRIPTION:
A description of your project in 2-3 sentences.

EXAMPLE: (Name of Project) will enable UC Berkeley to (benefit) by (problem it will solve). When successfully completed, (audience) will be able to (anticipated improvement).

Which Campus Goals and Operating Principles will be demonstrated in the successful implementation of this project?

Campus Goals	**Operating Principles**
[ ] Academic Excellence	[ ] We include and excel, together
[ ] Student Success	[ ] We imagine and innovate
[ ] Research Leadership	[ ] We simplify
[ ] Financial Sustainability	[ ] We are accountable to each other
[ ] World-Class Operations	[ ] We focus on service

COMMUNICATION OBJECTIVES
What does success look like? What do we want to accomplish? Inform? Involve? Create awareness? Mitigate resistance? How will people in the organization behave differently as a result?

- Objective 1
- Objective 2
- Objective 3

Berkeley
UNIVERSITY OF CALIFORNIA

UC BERKELEY PROJECT COMMUNICATIONS PLAN

KEY AUDIENCES

Who are the audiences most impacted by the change? Who are the audiences most able to sway key decisions, impact the implementation of the change and achieve the benefits?

1.
2.
3.
4.
5.

KEY MESSAGES BY AUDIENCE

What do you want each of your key audiences to know, feel, and do?

Audience 1:

What do you want your audience to know?
What do you want your audience to feel?
How do you want your audience to do?
Why is this information relevant or important to the audience? (What's the WIIFM – "what's in it for me"?)

Audience 2:

What do you want your audience to know?
What do you want your audience to feel?
How do you want your audience to do?
Why is this information relevant or important to the audience? (What's the WIIFM – "what's in it for me"?)

Audience 3:

What do you want your audience to know?
What do you want your audience to feel?
How do you want your audience to do?
Why is this information relevant or important to the audience? (What's the WIIFM – "what's in it for me"?)

METRICS
How will we know if our communications have been successful? -- List by audience

-
-
-

 COMMUNICATIONS RESOURCES
Who has the lead for this project? Who are the reviewers, approvers, and subject matter experts, and any other members who will be involved in communications?

UC BERKELEY PROJECT COMMUNICATIONS PLAN

COMMUNICATIONS MATRIX

The following matrix can be used to assemble target audiences, messages, and delivery channels. Small projects may be able to get their entire communication matrix onto one table. Larger projects will want to multiple tables, organized by audience, timeframe, or stage of the project.

COMMUNICATION PLAN: EXAMPLE

AUDIENCE	MESSAGE	CHANNELS	WHEN	WHO	COMMENTS/NOTES
To whom?	Key message being delivered	What is the communication – an email, newsletter, in-person meeting, video, conference, slide deck, etc.	Describe the month or the frequency of the communication.	Who owns the activity as well as who actually delivers the message	