

Audiences and channels

(Washington and Lee University, Jeff Overholtzer)

A u d i e n c e s

	Senior administrators	Trustees	Alumni	Students	Faculty	non-IT Staff	Central IT staff	Distributed IT staff
President's Council	x				x			
Information Technology Advisory Committee					x	x		
Web Advisory Committee	x			x	x	x		
Non-IT Department meetings (e.g. biology, admissions, etc.)					x	x		
Dean of College					x			
Student Affairs office				x				
Technology liaisons	x				x	x	x	x
Campus Notices e-mail digest	x			x	x	x	x	x
pc_support listserv							x	x
IT Web site	x			x	x	x	x	x
Newsletter (HR or IT)	x	x		x	x	x	x	x
Posters	x	x	x	x	x	x	x	x
Direct e-mail	x	x	x	x	x	x	x	x
Paper correspondence	x	x	x	x	x	x	x	x
Student newspaper				x				
Executive Committee				x				
Residence Hall advisors				x				

C h a n n e l s

Communication plan for projects

This excerpt is from a document created by Lisa Trubitt, Assistant CIO at the University at Albany, State University of New York:

The development of a communication plan is a requirement of the Information Technology Services (ITS) project management process. The purpose of the plan is to provide all members of the University community with information regarding ITS services in a timely manner. The grid below is designed to assist ITS staff in identifying:

- the information to be shared
- the stakeholders to be notified
- projected completion dates
- method(s) of delivering information.

Stakeholder	Message/Information Needed	Methods of Delivery (List all)	Due Date	Author
Internal Audiences*:				
External Audiences*:				