Communication Toolkits
Creating Meaningful Messages that Support Your IT Change

Today’s Speakers:
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What We’ll Cover Today

• Highlight the benefits and components of communication toolkits

• Share ideas for engaging campus partners to ensure your communications are effective

• Create a communication toolkit for a campus initiative
What is a Communication Toolkit?

- Collection of templates and materials to ensure consistent messaging
- Can be used by nearly anyone to communicate about a project or campus initiative
- Makes it easier for campus partners to act as an advocate for your project
About the University of Michigan

- Public research university in Ann Arbor
- 19 schools and colleges
- 44,000 students
- 7,000 faculty & 14,000 staff
- 2,700 IT staff
- Health System and two satellite campuses
Campuswide WiFi Upgrade Project

- We heard from students
- WiFi is no longer a “Want” but a “Need”
- Input provided by units
- U-M leadership approved funding
- 3-year project to upgrade wireless in every building on Ann Arbor campus
- Communication plan identified many stakeholders
Benefits of Communication Toolkit:

- Consistent language and detail
- Messaging and resources for all stakeholders
- Customizable
- Easily Accessible
- Reinforces Campus Partnerships
Communication Intake Form

Use to gather high-level information about a project and its communication needs:

• Problem(s) project will solve
• Business goals & value statement
• Sponsors
• Timeline
• Environmental, historical, cultural, or political sensitivities
Audience Analysis

- **Influence**: Level to which project falls within stakeholder's control
- **Interest**: Concern about or investment in project impacts

- **Keep Satisfied**: Inform + Consult
- **Partner Closely**: Inform + Collaborate + Prepare
- **Monitor**: Inform
- **Show Consideration**: Inform + Prepare
- **Keep Satisfied (Inform + Consult)**
  - Governance Group

- **Partner Closely (Inform + Collaborate + Prepare)**
  - Building Managers

- **Monitor (Inform)**
  - Media

- **Show Consideration (Inform + Prepare)**
  - Help Desk

**Influence vs. Interest Matrix**

- Vertical: Influence (Level to which project falls within stakeholder’s control)
- Horizontal: Interest (Concern about or investment in project impacts)
Create Your Toolkit - Reaching Audiences

- Use your audience analysis results
- Use the communications vehicles available on your campus
- Determine the level and frequency required for each stakeholder group
Write Your Key Messages

• What are the key messages you need to communicate?
• Incorporate your messages into your toolkit
• Consistent messaging and branding of your project helps to reinforce your message

Example: WiFi Where You Are
Create a List of Communication Vehicles

- Flyers & digital signs
- Campus news (student-run publications or campus newspaper)
- Social media
- Targeted email (create templates)
- Video
- Websites
- Wearables (t-shirts)
Campus WiFi Upgrade Communications Toolkit
Sharing the Communication Toolkit

• Connect with partners on campus
• Identify toolkit champions & channels
• Share toolkit materials

“Thank you so much! This is the most organized and the best resource I’ve gotten since I’ve been at U-M.”
- IT Planning Manager
  College of Engineering
Your Turn!
Sample Scenario

• **Overview:** Following a successful campus-wide evaluation involving both faculty and students, your school is moving to a new learning management system.

• **Timeline:** One academic year

• **Business Goals:**
  • Move all courses to the new LMS
  • Build tools to migrate course content from the old LMS to the new LMS
  • Provide hands-on support and training to faculty during the transition
- **Keep Satisfied** (Inform + Consult)
- **Partner Closely** (Inform + Collaborate + Prepare)
- **Monitor** (Inform)
- **Show Consideration** (Inform + Prepare)

**INFLUENCE**

Level to which project falls within stakeholder’s control

**INTEREST**

Concern about or investment in project impacts
Key Messages

• Following a year-long evaluation, the university chose a new LMS.
• The recommendation was made by a Faculty Governance Committee, Project Team, and several Executive Sponsors.
• Those who participated in the evaluation liked several features of the new LMS including grading, discussion boards, and learning analytics.
• We are working with faculty to minimize the impact of moving to a new learning system.
Communication Vehicles

Using your key messages and target audience(s):

• Social Media - write some short tweets using your key messages
• Digital Sign - Design digital signs in the sizes that are available on your campus
• Faculty Meetings - Create a one page Project-At-A-Glance Document
  Keep it simple - Who, What, Where, When, How
• Targeted Email - write text for a targeted email to your target audience
Sharing the Toolkit
Communications Toolkits . . .

• Provide consistent communications
• Adapt to fit different projects and campus needs
• May be used in full, in part or not at all
• Will evolve over the course of a project
• Help build network of change agents and advocates on campus
• Lay foundation for IT project success
Have Questions?

Contact Us:

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ITS Communication Team Methodology & Templates:

bit.ly/ITSC Comm