



Communication Toolkits

Creating Meaningful Messages that Support Your IT Change

**Today's
Speakers:**

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INFORMATION AND
TECHNOLOGY SERVICES

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



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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



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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



BUILDING COMMUNICATION TOOLKIT

Digital Signs

- Digital Sign - [Upgrade in Progress](#) (JPG)
- Digital Sign - [Cutover](#) (16 x 9)
- Digital Sign - [Cutover](#) (1024 x 768)
- Digital Sign - [Upgrade Complete](#) (1024 x 768)
- Digital Sign - [Upgrade Complete](#) (1440 x 1929 jpg)

Table Tents

- Table Tent - (11 x 4.5) [Upgrade in Progress](#)
- Table Tent - (4.25 x 5) [Upgrade in Progress](#)
- Table Tent - (11 x 4.5) [Pardon Our Progress](#)

Flyers

- Flyer - (8 1/2 x 11 with date) [Upgrade in Progress](#)
- Flyer - (8 1/2 x 11 without date) [Upgrade in Progress](#)
- Flyer - (8 1/2 x 11) [Pardon Our Progress](#)
- Flyer - (8 1/2 x 11) [WiFi Cutover](#)

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

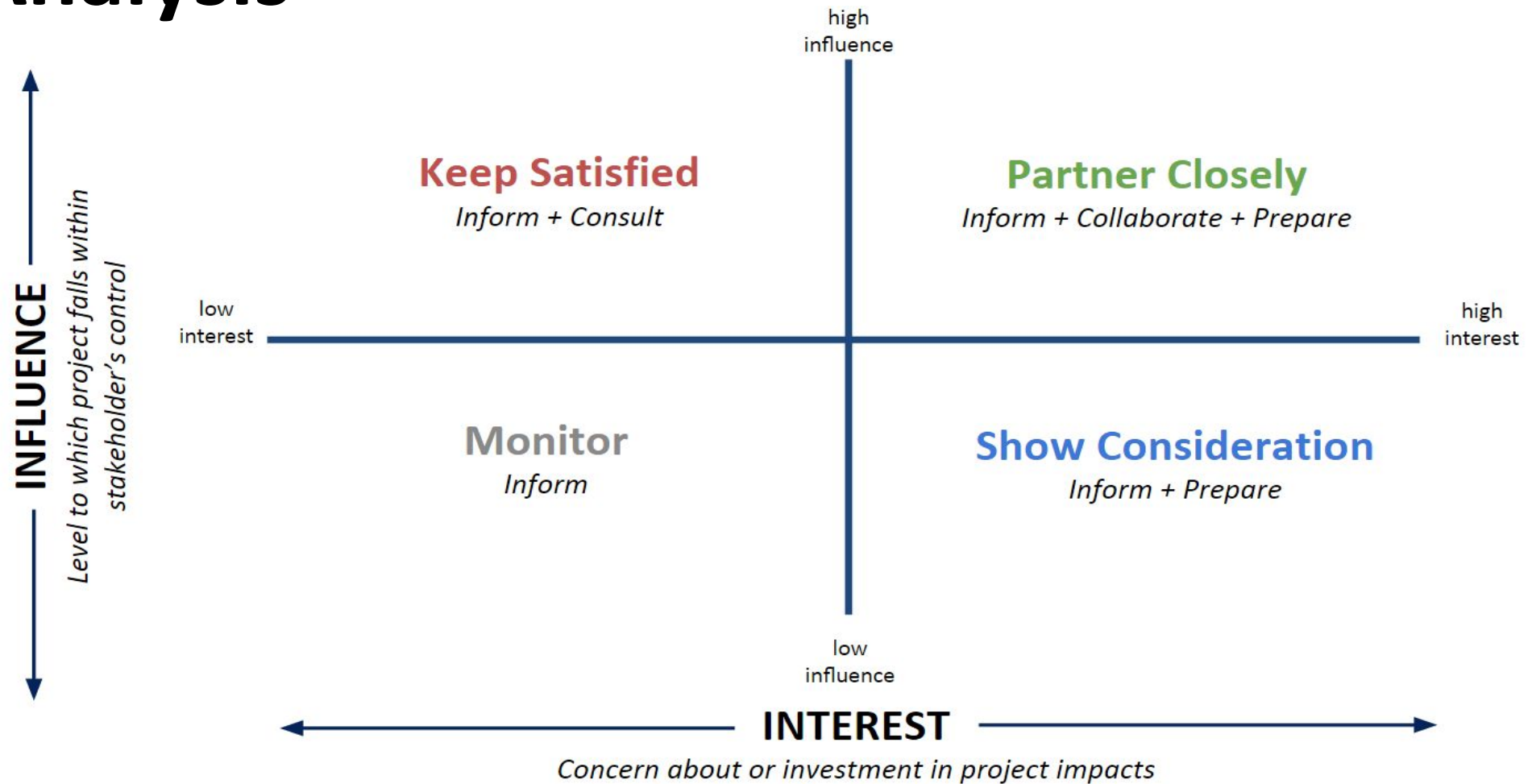


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Audience Analysis



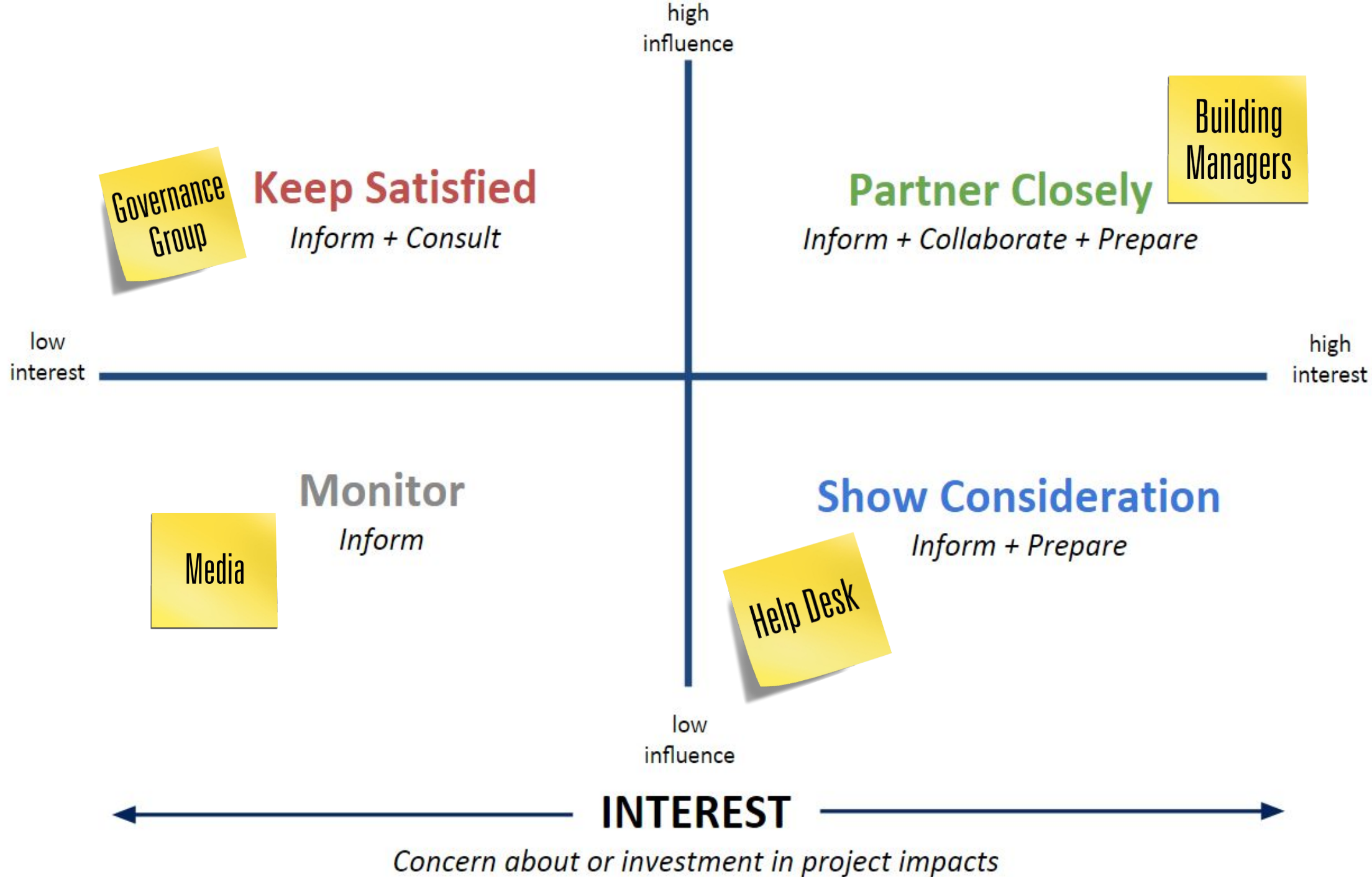
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INFLUENCE

Level to which project falls within stakeholder's control



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



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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)

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Campus WiFi Upgrade Communications Toolkit



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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!



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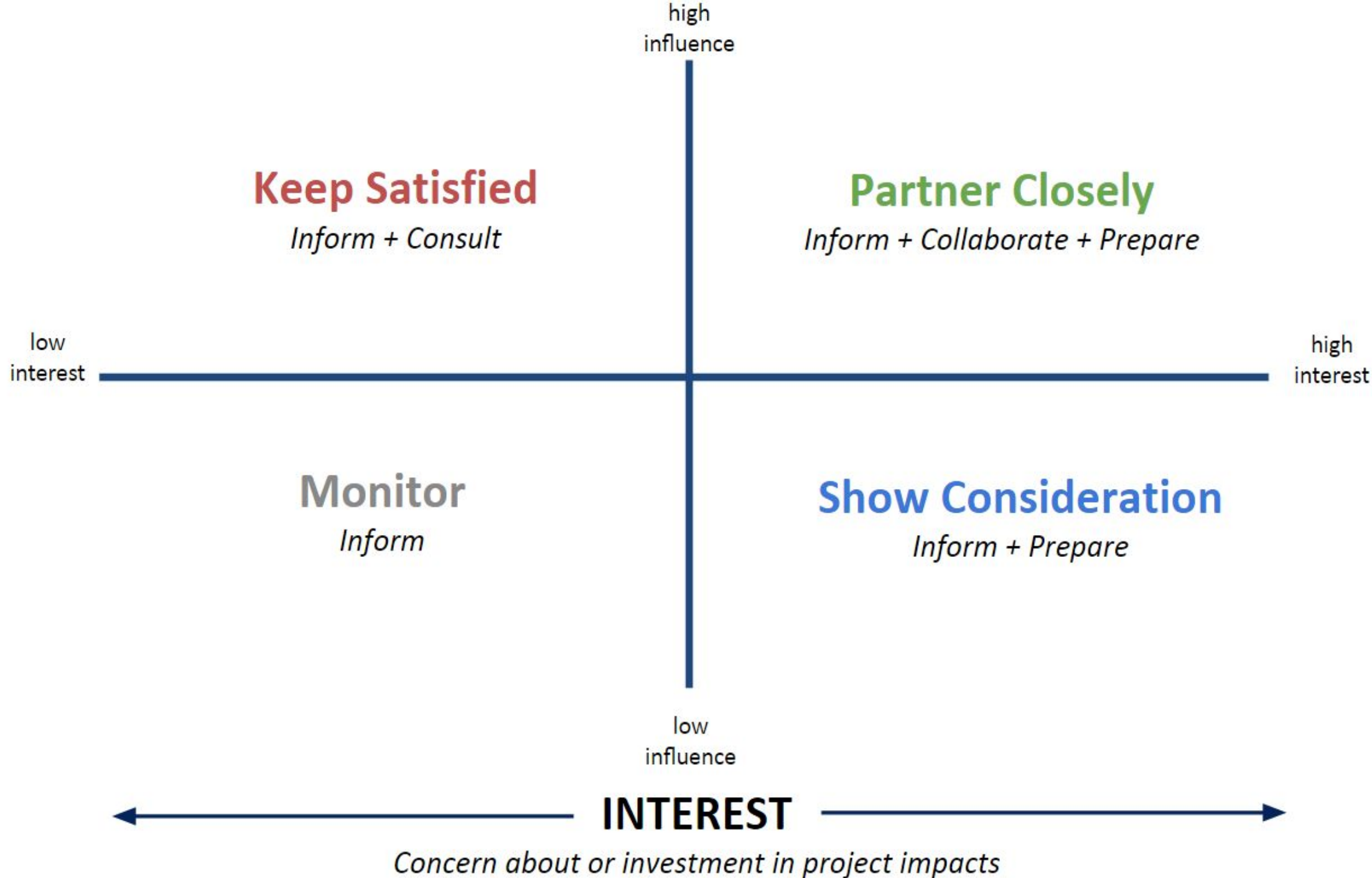
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Sample Scenario

- **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

INFLUENCE

Level to which project falls within stakeholder's control



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



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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



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Have Questions?

Contact Us:

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ITS Communication Team Methodology & Templates:

bit.ly/ITSComm



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