

Ongoing Campaign: Moving to ctcLink at Highline College

This is the general awareness portion of the communication plan, where we focus on change and what ctcLink means to the campus overall. It will give us the opportunity to create visibility for the ctcLink project and provide key stakeholders with project updates and achievements. Those directly affected by specific activities in the phases will receive additional targeted communication (see Project Campaign section below).

WHY?		HOW?	WHAT?	WHERE?		WHO?	WHEN?			OTHER		
Key Objective / Purpose (1)	Primary Message	Strategy	Product	Vehicle / Channel	Supporting Vehicle / Channel	Target Audience	Production Date	Distribution Date	Frequency	Owner	Status	Notes
PART 1												
awareness	ctcLink project reintroduction	introduce Delta Dog and demonstrate president's support of ctcLink	Delta Dog (freestanding cutout); dog bone-shaped cookies	meeting / recognition event on 5/30		SMEs	DONE	5/30	1x	Kari = cutout; Tim = cookies	DONE	Give SMEs the first look at Delta Dog before she is announced to the campus as a whole by Dr. Mosby (see next item). This event also serves as much-needed recognition for SMEs who have devoted countless hours to the BPM process.
			photo of Delta Dog (as a freestanding cutout) with Dr. Mosby	campus email	website blog	employees	DONE	5/30	1x	Kari	DONE	The introduction of Delta Dog — our companion on the ctcLink journey — serves to reboot communication about the ctcLink project. Having Dr. Mosby welcome and introduce Delta Dog to campus demonstrates his endorsement of the project.
			Delta Dog (freestanding cutout)	brief presentation at meetings	website calendar	employees	DONE	as needed		Kari	ongoing	Tim, Pat and other ctcLink team members give brief presentation at the various meetings across campus (e.g., department and division meetings as well as standing monthly and quarterly meetings). Presenters bring the cutout of Delta Dog and introduce her at the meeting, give a brief overview of project and status update, and answer questions.
			Delta Dog visuals	website		employees	DONE	5/30	n/a	Kari	DONE	Delta Dog visuals will be added to website, giving it a cohesive look with ctcLink branding.
			Delta Dog (freestanding cutout) and flier	tabling at events and activities designed for employees	website calendar	employees						
PART 2												
awareness and understanding	ctcLink timeline and major phases	provide project updates and milestones with explanation of key project benefits and visual timeline of progress	blog posts (2)	link sent via campus email		employees						Using the website blog, we will post regular updates on the project. We will alert employees to new blog posts through email.
			briefing sheet	present at Exec Staff meeting		campus leadership						Tim and/or Pat provide Exec Staff with regular project updates at meetings.
			mini brief	area report for monthly Board of Trustees meeting		Trustees						Tim and/or Pat send monthly project update to VP for inclusion in area report to the Board of Trustees.
			Delta Dog (freestanding cutout)	brief presentation at meetings	website calendar	employees						[similar to Part 1] Tim, Pat and other ctcLink team members present at the various meetings across campus (e.g., dept., division, area meetings). Presenters bring the cutout of Delta Dog, give a brief overview of project and status update, and answer questions.
			Delta Dog (freestanding cutout) and flier	tabling at events and activities designed for employees	website calendar	employees						[similar to Part 1] Delta Dog (with a human companion from the ctcLink team) will have a table at employee events/activities (not events targeting students at this point). ctcLink team member can answer questions about the project and hand out fliers that provide a project update.
acceptance and commitment	participation acknowledgement	thank participants by name at every opportunity to demonstrate that employees are buying in to the ctcLink project	blog posts	link sent via campus email		employees						Knowing that your peers are part of the process will create momentum as we go forward. Plus, acknowledging people for their hard work is an important part of our efforts. During meetings and other in-person opportunities, we can thank participants with Delta Dog swag or goodies, such as dog bone-shaped cookies. We can also recognize employees who have completed a certain number of training sessions, etc., with different recognition levels (e.g., employees attending 10 training sessions earn Delta Dog's gold-level recognition).
			Delta Dog swag	brief presentation at meetings		employees						
			advertisements	campus newspaper		employees						
			mini brief	area report for monthly Board of Trustees meeting		Trustees						

Notes:

(1) purpose = awareness, understanding, acceptance, commitment

(2) we can add categories to blog posts in order to sort them by type; currently have **ctcLink News**

Project Campaign: Project-Based Communication

During the various phases of the ctcLink project, some employees are more directly affected than others, such as (a) employees currently using PPMS, FMS, SMS, Degree Audit, and Financial Aid on a daily basis, and (b) Functional Area Managers. These employees will receive the bulk of the targeted communication. This portion of the plan will be completed in conjunction with pillar leads, group leads, and/or others once the Project Plan is complete.

Initiation: now through September 2019

Activity = _____ ?

Activity = _____ ?

Implementation (4 subcategories): October 2019 through October 2020

1. Structure

Activity = _____ ?

Activity = _____ ?

2. Construct

Activity = _____ ?

Activity = _____ ?

3. Transition

Activity = _____ ?

Activity = _____ ?

4. Deployment

Activity = _____ ?

Activity = _____ ?

Go Live: October 2020

Activity = _____ ?

Activity = _____ ?

Stabilization: October 2020 through December 2021

Activity = _____ ?

Activity = _____ ?