**(Name of Project) Communication Plan**

Date

Project Manager, contact information

Communication manager, contact information

**Environment Overview or Situational Analysis**

*What is the problem or opportunity we need to solve? How are we currently perceived on campus?*

*How do stakeholders feel about this product or service?*

**Define Goals and Objectives**

*Are we trying to inform, create awareness or motivate action? Is the goal measurable?*

*Make sure objectives are realistic and achievable by the communication plan!*

**Identify the Audience**

*Students, faculty, staff or a targeted group*

Primary-

Secondary -

Tertiary-

**Define the Message or Strategy**

*This is the message on which all communications will be based.*

*Must tie directly to goals or objectives and reflect your audience's expectations and values.*

**Determine Communication Methods or Tactics**

*Will we use digital or print media, face-to-face communication or a combination of all?*

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| --- | --- | --- | --- |
| Deliverable | Purpose | Audience(s) | Timing |
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**Timing/Calendar/Schedule**

*When will we begin communicating? What is the sequence of activities?*

**Budget**

*Do we have a budget for this plan?*

**Identify Risks**

*Is there anything that could keep us from reaching our goal?*

**Evaluation**

*How will we know we're successful?*