Communications Plan Template

1. Targeted audiences (list of all targeted audiences)
2. Key messages and release schedule (use tables below or copy/paste from Excel worksheet; use suggested key messages from templates for each audience)
   1. Audience: **executives**

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| **Timing** | **Message content** | **Delivery mechanism** | **Sender** | **Date and time** |
| First indications of change |  |  |  |  |
| Early stages of the project |  |  |  |  |
| During the design of the change |  |  |  |  |
| Before implementation |  |  |  |  |
| During implementation |  |  |  |  |
| Post- implementation |  |  |  |  |

* 1. Audience: **mid-level managers and supervisors**

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| **Timing** | **Message content** | **Delivery mechanism** | **Sender** | **Date and time** |
| First indications of change |  |  |  |  |
| Early stages of the project |  |  |  |  |
| During the design of the change |  |  |  |  |

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| Before implementation |  |  |  |  |
| During implementation |  |  |  |  |
| Post- implementation |  |  |  |  |

* 1. Audience: **employees**

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| **Timing** | **Message content** | **Delivery mechanism** | **Sender** | **Date and time** |
| First indications of change |  |  |  |  |
| Early stages of the project |  |  |  |  |
| During the design of the change |  |  |  |  |
| Before implementation |  |  |  |  |
| During implementation |  |  |  |  |
| Post- implementation |  |  |  |  |

* 1. Audience: **students**

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| **Timing** | **Message content** | **Delivery mechanism** | **Sender** | **Date and time** |
| First indications of change |  |  |  |  |
| Early stages of the project |  |  |  |  |
| During the design of the change |  |  |  |  |
| Before implementation |  |  |  |  |
| During implementation |  |  |  |  |

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| Post- implementation |  |  |  |  |

* 1. Audience: **Faculty**

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| **Timing** | **Message content** | **Delivery mechanism** | **Sender** | **Date and time** |
| First indications of change |  |  |  |  |
| Early stages of the project |  |  |  |  |
| During the design of the change |  |  |  |  |
| Before implementation |  |  |  |  |
| During implementation |  |  |  |  |
| Post- implementation |  |  |  |  |

1. Communication risks
2. Budget
3. Appendices
   1. executive messages and presentations
   2. mid-level manager messages and presentations
   3. employee messages and presentations
   4. student messages and presentations
   5. faculty messages and presentations