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| Project Name: |  |
| UM Business Unit(s): | MU UMSL UMKC S&T MUHC UMSYS |
| Governing Body: |  |
| Executive Sponsor: |  |
| Project Manager: |  |
| Strategic Lever(s): |  |
| Related PCR#: | (Future Use. Remove if not needed.) |

Purpose

The purpose of a Communication Plan is to define who needs to be aware of and informed about the project, how and how often information will be distributed, and who will be responsible for the distribution. It is a part of the overall Project Management Plan.

A good plan should address the following:

* What information will be communicated—to include the level of detail and format?
* How will the information be communicated—in meetings, email, telephone, web portal, etc.?
* When will the information be distributed—the frequency of project communication both formal and informal?
* Who is responsible for communicating project information?
* How will any sensitive or confidential information be communicated and who must authorize this?
* What standard templates, formats, styles, or documents must the project use for communicating?

Just as a Project Schedule sets the framework for project tasks, the Communication Plan sets the framework for project communication so the tasks can be easily managed. While the initial document may evolve through the project, it serves as a guide for communication. As the project team develops communication pieces, it should be mindful of organizational style standards as well as policies and procedures that govern communication.

1. Identify the Project Target Audiences

*(A Project RACI Matrix forms the foundation for identifying the audiences requiring project communication. Some of the routine project audiences are the project team, Executive Sponsor, Governing Body, customer, etc. There may be audiences who need to be informed about the project that will not be working as a part of the project team. Project managers consider these people to be stakeholders. They will rarely – if ever – attend a project team meeting, but may need to understand the status of the project. By having a communication strategy and offering these audiences specific times to expect updates, you are able to keep a tight, working, team to move the project forward while keeping important groups involved in appropriate ways. Complete your Project RACI Matrix and attach to this plan. The Project Manager also should develop a Project Team Directory including phone and email contacts.)*

1. Identify How to Reach the Target Audiences

*(The next step to building a plan is identifying methods for reaching each of the target audiences. For instance, the project team will be kept informed through routine status meetings and status updates. However, an Executive Sponsor will require a more concise synopsis that highlights any issues delaying or affecting the project. Customers of the project likely need more marketing type information about when the project will affect them. This step takes the work you completed on the Project RACI and allows the team to decide on an appropriate Communication RACI. Complete your Communication RACI Matrix and attach to this plan.)*

1. **Develop Strategic Messages**

*(Using information from your charter, such as scope, goals, objectives, and milestones, develop what needs to be clearly communicated throughout this project. Not every audience will need to receive every message. By developing a list, your articles and marketing pieces will carry some standard content to which the project leadership has agreed. As a starting point, list three to five strategic messages for this project.)*

1. **Plan the Frequency of the Communication**

*(Projects have a distinct start and finish date. In order to plan for the development and dissemination of the communication pieces, build a Communication Gantt Chart that spans the life of your project (refer to template). The dates and time frames identified in this document will be incorporated into the project work breakdown structure/project schedule.)*

1. **Clearly Identify Roles and Responsibilities**

*(The Communication RACI Matrix is the starting point for determining who will be responsible for creating, approving, and distributing each communication piece. For instance, the Project Manager is likely Responsible and Accountable for the development and distribution of Status Reports. However, it may be harder to decide who will be Accountable for a training or marketing communication piece. In addition, once you have determined the Responsible Team Member, their name needs to be added to that task on the Communication RACI so it can be assigned to them in the Project Plan.)*

1. **Communication Plan Approvals**

*(List the names and project roles of the individuals who must approve the communication plan. Approval of this document means the Key Stakeholders agree to the way they will be kept apprised of project status.)*

Approval Decision:

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| --- | --- | --- | --- |
| Project Role | Name | Signature (Electronic is acceptable) | Date |
| Executive Sponsor |  |  |  |
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