

## Communications Plan

### Description

The Communications Plan facilitates effective and efficient dissemination of information to the project team and major stakeholders in the research project. It describes the content/topic of the communications, responsible team member for preparing and sharing the information, frequency of distribution, recipient of the information, and the method for dissemination. A project communication plan is important because it can ensure the project stays on track, on time, and on budget. A good project communication plan also ensures that all stakeholders are informed of the progress of the project, increasing customer satisfaction.

### Example

<b>CONTENT</b>	<b>TARGET AUDIENCE</b>	<b>DESCRIPTION/PURPOSE</b>	<b>FREQUENCY</b>	<b>OWNER</b>	<b>DISTRIBUTION CHANNEL</b>
Monthly Status Reports	Project Team Members	One-page communication of project progress/ deliverable status	Monthly	Project Manager	Email; SharePoint Team Site
Sponsor Reports	Project Team Members	Required SPONSOR reporting documents and financials	Quarterly	Project Team Lead	As determined by SPONSOR and award agreement
Meeting Minutes	Project Team Members	Meeting minutes/notes from weekly meetings	Weekly, within two days of meeting	Project Manager	Email; SharePoint Team Site
Change Requests/Log	Change Log Board	Form used to submit a change request for EC review and tracked by the log	As Needed	Change Manager	Email; SharePoint Team Site; Presented in weekly meeting
Newsletters	All Stakeholders	Provide all stakeholders with project updates/news	Quarterly	Project Manager	Email; SharePoint Team Site; Social Media; Project Website
Press Releases	All Stakeholders	Provide project updates/ successes	When deliverables are available to the users	Project Manager	Email; SharePoint Team Site; Social Media; Project Website; UNL Today; Other local newspaper
Social Media	All Stakeholders	Provide updates/successes	Weekly or as items can be shared	Project Manager	Twitter; Facebook; Instagram
SPONSOR Required Meetings	Executive Committee	Provide updates on project status	As determined by SPONSOR and award agreement	Project Team Lead	As determined by SPONSOR and award agreement

