

Project Communication Rollout Plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Communication Type** | **Y or N** | **Description** | **Start Date** | **End date** | **Notes** |
| Campaign |  | Timeframe for promoting the release |  |  |  |
| Campus Announcements |  | Every Monday and Thursday |  |  |  |
| Campus Banners |  |  |  |  |  |
| Campus Monitors |  |  |  |  |  |
| Coastlines |  | Last day of each month |  |  |  |
| Faculty Senate |  |  |  |  |  |
| Flyers |  |  |  |  |  |
| Game Announcements |  |  |  |  |  |
| Interview |  | Inclusion in Island Watch |  |  |  |
| IT Help Desk Message on Hold |  |  |  |  |  |
| Mass e-mail |  |  |  |  |  |
| Message on hold |  |  |  |  |  |
| Momentum Sign |  |  |  |  |  |
| Monthly Letters |  | Letter to parents, class reps & alumni |  |  |  |
| News Release |  | Including video, pictures/media kit |  |  |  |
| Orientation Presentation |  |  |  |  |  |
| Photos |  | For release |  |  |  |
| President’s Cabinet |  |  |  |  |  |
| Social Media |  |  |  |  |  |
| University Technology Council |  | For release |  |  |  |
| Video News Release |  | For release |  |  |  |
| Web Ad |  |  |  |  |  |
| Web Feature |  | After Release |  |  |  |
| Web Story |  | After Release |  |  |  |
| Web Video |  |  |  |  |  |
| IT Website |  |  |  |  |  |
| Distributed IT Forum |  |  |  |  |  |