Project Communication Rollout Plan

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| --- | --- | --- | --- | --- | --- | --- |
| **Communication Type** | **Y or N** | **Description** | **Start Date** | **End date** |  | **Notes** |
| Campaign | Y | Timeframe for promoting the release |  |  |  |  |
| Campus Announcements |  | Every Monday and Thursday |  |  |  |  |
| Campus Banners |  |  |  |  |  |  |
| Campus Monitors |  |  |  |  |  |  |
| School Newspaper |  | Last day of each month |  |  |  |  |
| Faculty Senate |  |  |  |  |  |  |
| Flyers |  |  |  |  |  |  |
| JAG |  |  |  |  |  |  |
| Game Announcements |  |  |  |  |  |  |
| Interview |  | Inclusion in Web as video or newspaper |  |  |  |  |
| IT Help Desk Message on Hold |  |  |  |  |  |  |
| Mass e-mail |  | On each Milestone |  |  |  |  |
| Team Site |  |  |  |  |  |  |
| Digital Signage |  |  |  |  |  |  |
| JNET Announcement |  |  |  |  |  |  |
| 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 |  |  |  |  |  |  |