

Communication Management Plan—Activity Definition**Purpose:**

The objective of this activity is to make sure that team members, customers and stakeholders have the information they need to do their jobs. Proactive communication is important on all projects. Communication is also a vital way to manage stakeholders expectations about how the project is progressing and who needs to be doing what. A Communication Plan allows you to think through how to communicate most efficiently and effectively to the various constituents. Communication needs to be in the right format, to the right target audience with sufficient amount of information and at the right time.

Participants:

Communicator: The person who is the source of the information

Audience: The people who receive the information

In general, the Project Manager, project team members, stakeholders, and the customer are participants and could play the role of the communicator or the audience at any point in time.

Inputs:

Project Overview Statement [1], Work Plan[1], Project Approach [2], Governance document [4]

Process:

1. Determine what are the target groups (internal and external) and the composition of each group.
2. Determine, for each target group, what information needs to be communicated. i.e. the purpose of the communication
3. Determine the frequency of the communications.
4. Decide on the format/vehicle of communication.
5. Determine who will be responsible for the communications.
6. Identify expected results of the communication.
7. Remember to include the Project Manager as an audience for communications e.g. status reports, issues, risks, 2-way communication.

Outputs:

Communication Management Plan

Communication Planning—Guidelines

These guidelines help in determining stakeholder communication requirements and ensuring that these requirements are met appropriately. Communication could be categorized in the following ways:

1. Internal/external
2. Driven top-down or bottom-up or at the same level

1. Determine the stakeholder i.e. the target groups (internal and external) and the composition for each group. They could be the sponsor, the operating unit Head, the project team, the Project Manager, the Project Management Office, the functional manager, other departments within OSU like the Help Desk, the customer, or external vendors. The stakeholders should include anyone who needs or will need that information.

2. Determine what information needs to be communicated to the audience. Some examples could be:

- Status Information
 - Weekly Deliverables & Issues
 - Project Issues
 - Completion of tasks/Schedule delay
 - Change in scope
 - Meetings
 - Notification of Service Implementation
 - Notes taken during meetings (Identify meetings in which notes need to be taken)
 - Communication of change
 - Communication with regulatory agencies
 - Request for Input
 - Change Request forms
3. Determine the audience for each communication type.
 4. Determine the frequency of communication.

The frequency could be daily/weekly/bi-weekly/monthly/after a certain milestone.

5. Determine the medium of communication. It could be E-mail, verbal, conference calls, meetings, written memos, newspapers, OSU website, OIT/ TELR website, formal presentations, or status reports.

6. Determine who will be sending out this communication.

The communicator could be the Project Manager, the project team, the customer, the sponsor, or the functional manager.

7. Identify the purpose of the communication. The information could be mandatory, or to provide information, to build buy-in, etc.

8. Be sensitive to the needs of your audience.

9. You may tailor the same communication for different target groups.

10. Designate a person to record notes during meetings.