

## Hosted VoIP Implementation Project Communications Plan

Communication Need/ Message	Objective(s)	Timing/Frequency	Stakeholder(s)/ Audience(s)	Responsible Communicator(s)	Communication Method(s)
Intended System Upgrade	Obtain funding approval	April 28, 2014	City Council	Project Manager	Council Staff Report
Project Kick-off Part 1	<ul style="list-style-type: none"> <li>• Project description</li> <li>• Get buy-in</li> <li>• Request liaisons</li> </ul>	May 7, 2014	Senior Staff	Project Manager	Meeting attendance – in person
Project Kick-off Part 2	<ul style="list-style-type: none"> <li>• Introduce project to all employees</li> <li>• Describe what it means to them</li> </ul>	May 12, 2014	All employees	<ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Project Team</li> </ul>	<ul style="list-style-type: none"> <li>• Happening News</li> <li>• Intranet Posting</li> <li>• Broadcast e-mail</li> <li>• Flyer to post</li> </ul>
Training Plan	Notify contents and timing of training	<ul style="list-style-type: none"> <li>• Overall schedule 3 weeks prior to training</li> <li>• Reminders 1 week prior to training</li> </ul>	<ul style="list-style-type: none"> <li>• Employees</li> <li>• City Council</li> </ul>	Project Team	<ul style="list-style-type: none"> <li>• Intranet Posting</li> <li>• E-mail</li> <li>• Flyer to post (if needed)</li> </ul>
Status – High Level	<ul style="list-style-type: none"> <li>• Communicate timeline and deliverables</li> <li>• Report project progress</li> </ul>	<ul style="list-style-type: none"> <li>• Early May</li> <li>• Monthly or bi-monthly</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor</li> <li>• City Council</li> <li>• All employees</li> </ul>	Project Manager	<ul style="list-style-type: none"> <li>• Happening News</li> <li>• Intranet Posting</li> <li>• Broadcast e-mail</li> <li>• Flyer to post</li> </ul>
Status – Detail Level	<ul style="list-style-type: none"> <li>• Report project progress</li> <li>• Issue documentation and escalation</li> <li>• Risk assessments</li> </ul>	Weekly or as needed	<ul style="list-style-type: none"> <li>• Vendor</li> <li>• Project Team</li> </ul>	Project Team	<ul style="list-style-type: none"> <li>• Meetings/Conference Calls</li> <li>• E-mail</li> </ul>
Phone Tree Announcement	Notify citizens and general public of new phone tree feature	Twice during month prior to “go live”	<ul style="list-style-type: none"> <li>• Public</li> <li>• Citizens</li> <li>• City Council</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager</li> <li>• City PIO</li> </ul>	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Web page posting</li> </ul>
Project Close/Wrap-up	<ul style="list-style-type: none"> <li>• Determine outstanding issues</li> <li>• Formally close project</li> </ul>	Post “go live”	<ul style="list-style-type: none"> <li>• City Council</li> <li>• All employees</li> </ul>	Project Manager	<ul style="list-style-type: none"> <li>• Happening News</li> <li>• Intranet Posting</li> <li>• Broadcast e-mail</li> <li>• Flyer to post</li> </ul>