PROJECT FRESH
COMMUNICATION PLAN

This plan revises and supersedes
pages 21 and 22 of the Project Administration Document

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July 16, 2001
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**General Principles**

1. The Communication Plan should be simple, concise, and realistic to implement.

2. The objective of this plan is to describe the “who” and the “how” of Project FRESH communication, not the “what” or the “why.” In other words, this plan is not intended to be a marketing or relations planning document. It is intended to identify the methods of communication rather than the message itself.

3. This plan is an evolving document and may change as necessary as the project progresses.

4. Information should:
   a. Be timely, complete, accurate and relevant to the audience.
   b. Promote opportunities for broad and constructive dialogue.
   c. Be made available at the frequency and level of detail suitable to audience.
   d. Be properly approved before distribution to ensure accuracy and consistency of message.

**Major Audiences**

1. **USNH Audiences Inside Project FRESH**
   a. Project management (team leaders, project directors, project administrator, communications manager, etc.)
   b. All other Project FRESH members
   c. Executive Steering Committee (ESC)

2. **USNH Audiences Outside Project FRESH**
   a. Users – Banner (users who will access Banner primarily for processing and approving transactions)
   b. Users – WebIntelligence (Banner users who also have reporting responsibilities, as well as many deans, directors, department heads, and some principal investigators who will access the system for reporting purposes only)
   c. Non-users (most administration, faculty, students and trustees)

3. **External Audiences**
   a. Vendors, customers, banks, governmental agencies, general public, etc.
Summary of Project’s Communication Effort

The following table identifies the primary intended audiences, the corresponding communication initiatives, and frequency of communication for each. The communication initiatives are described in more detail in the following section.

<table>
<thead>
<tr>
<th>Communication Initiative (See description)</th>
<th>AUDIENCES</th>
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<tr>
<td></td>
<td>Project Mgmnt, Including Team Leaders</td>
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<td>1 Meetings:</td>
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<tr>
<td>1. Team Leaders</td>
<td>Twice weekly</td>
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<td>2. HRCC, FCC *</td>
<td>Weekly</td>
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<tr>
<td>3. Business Process Teams</td>
<td>As scheduled</td>
</tr>
<tr>
<td>4. Brown Bag Lunches</td>
<td>Biweekly</td>
</tr>
<tr>
<td>5. ESC *</td>
<td>Biweekly</td>
</tr>
<tr>
<td>6. BSC Forum *</td>
<td>Monthly</td>
</tr>
<tr>
<td>7. ITFAC *</td>
<td>Biweekly</td>
</tr>
<tr>
<td>8. FIMPAC *</td>
<td>Monthly</td>
</tr>
<tr>
<td>9. CCHROD *</td>
<td>Monthly</td>
</tr>
<tr>
<td>10. Campus Visitations</td>
<td>Periodic</td>
</tr>
<tr>
<td>11. Trustees</td>
<td>Periodic</td>
</tr>
<tr>
<td>12. Issue Specific Meetings</td>
<td>As needed</td>
</tr>
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<td>2 Reports:</td>
<td></td>
</tr>
<tr>
<td>1. Team Leaders</td>
<td>Weekly</td>
</tr>
<tr>
<td>2. Consultants</td>
<td>Biweekly or after trip</td>
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<tr>
<td>3. Directors</td>
<td>Monthly</td>
</tr>
<tr>
<td>4. Electronic Newsletter</td>
<td>Monthly or as needed</td>
</tr>
<tr>
<td>5. FRESH Website</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6. Hotlines</td>
<td>Ongoing</td>
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<tr>
<td>7. FRESH Email Distribution List</td>
<td>As needed</td>
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<td>8. Master Schedule</td>
<td>Ongoing</td>
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<tr>
<td>9. Training</td>
<td>As needed</td>
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<tr>
<td>10. Publications &amp; Press Releases</td>
<td>As needed</td>
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</tbody>
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* See following table for descriptive name of acronym.
The following table identifies the descriptive names associated with the acronyms in the Summary of Project’s Communication Effort matrix on the previous page.

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Descriptive Name</th>
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<tbody>
<tr>
<td>HRCC</td>
<td>Human Resources Coordinating Council</td>
</tr>
<tr>
<td>FCC</td>
<td>Finance Chairs Committee</td>
</tr>
<tr>
<td>ESC</td>
<td>Project FRESH Executive Steering Committee</td>
</tr>
<tr>
<td>BSC</td>
<td>Business Service Center</td>
</tr>
<tr>
<td>ITPAC</td>
<td>Information Technology Planning and Advisory Council</td>
</tr>
<tr>
<td>FINPAC</td>
<td>Financial Policies and Planning Council</td>
</tr>
<tr>
<td>CCHROS</td>
<td>Campus Chief Human Resource Officers</td>
</tr>
</tbody>
</table>

**Communication Initiatives**

1. **Meetings**

Regularly scheduled meetings will be one of the primary methods of communication throughout Project FRESH. Not only can meetings promote active dialogue and exchange of ideas among participants, but they may also provide information to a broader audience. Meeting agendas and minutes that are well documented and published provide a valuable means of communicating objectives, accomplishments and plans to those who are not in attendance. They also facilitate in project integration efforts. When possible, agendas and minutes will be filed on the Louise server. Written records of team leader meetings indicating action items, follow-up agenda items, and decisions made or needed will be published on the FRESH Website.

**Brown Bag Lunches**

Brown bag lunches are intended to be opportunities for informal dialogue among active FRESH team participants. Those attending should bring questions, concerns, rumors, ideas, etc. to the meetings for discussion. Brown bag lunches will be held biweekly. Attendance is voluntary and encouraged.

**Presentations and Forums**

Project FRESH management will provide updates at various meetings and forums (for example, BSC Forums, ITPAC, FINPAC, CCHROS, and Trustee meetings). Some of these meetings will be standing commitments, others will occur as requested. This communication will either be in the form of formal presentations or may be as informal as question and answer periods or mini-training sessions.
2. Reports

Team Leader Reports

Weekly update reports will be written by team leaders and will be emailed early -
afternoon each Friday to project management, including the other team leaders. These
reports will identify decisions that have been made, milestones that have been reached,
personnel issues, status of open items, newsletter ideas, and any other relative
information the team leaders are able to share. It will then be the responsibility of each
team leader to convey pertinent information to their respective team chairs and process
groups. (Please see Attachment A - Team Leader Reports)

Consultant Trip Reports

Each consultant working on the project will be requested to submit a report at least
biweekly or immediately following his/her visit. These reports will include comments
regarding the progress that is being made in their respective areas, risks or concerns they
may have, upcoming events, recommendations, etc. These reports will be emailed to the
project administrator, who will file them on the Louise server and notify project
management via email.

Directors Reports

On a monthly basis, the project directors will prepare an update report, providing high -
level information on the project’s progress. This report will be shared with the team
leaders, project administrator, communications manager and other project leaders. The
project directors will on occasion issue emails to Project FRESH members to
communicate on a more timely basis major milestones, decisions, and other critical
information.

Electronic Newsletter

The objective of the newsletter is to provide consistent, frequent, and interesting
information to a wide spectrum of users, as well as some non-users such as ITPAC,
FINPAC and other campus administrators. The newsletter will be distributed on a
monthly basis or as information needs to be disseminated to audiences beyond Project
FRESH members. The format and length of the newsletter may vary depending upon the
content, but it will be kept purposefully simple in order to provide the best content at the
lowest cost of resources. The newsletter will highlight significant accomplishments,
describe important upcoming events, inform readers of special considerations, and
contain frequently asked questions, etc. The project communications manager is the
editor of the newsletter and responsible for soliciting and writing articles. Members of
project management will review the draft before the final copy is produced and posted to
the FRESH Website. An email will be sent to all known users and other interested
parties informing them that the latest newsletter is available on the Web.
3. FRESH Website

The Project FRESH Website, www.fresh.unh.edu, is the primary source of news and information for the project. The site contains information on the project’s background, organizational structure, timelines and calendars, some meeting agendas and minutes, drafted procedural documents, news articles, and details (when available) on end-user training and support. The site also provides an opportunity for user feedback via web-enabled forms and e-mail links to project staff.

Website content is provided by a variety of sources including the project directors, administrator, team leaders, communications manager, process groups, etc. The communications manager will be responsible for ensuring that Project FRESH’s commitment to frequent updates of the Website is followed through.

4. Hotlines

A telephone hotline, 862-3985, has been established so that anyone can pose questions and receive accurate and timely answers. Questions may also be submitted to an email hotline called FRESH.hotline@unh.edu. The hotlines will be administered by the communications manager who will provide timely acknowledgement and responses to questions after seeking answers from appropriate personnel working on the project. These hotlines will also serve as a means for individuals to make suggestions regarding the project.

5. FRESH Members Email Distribution List

An email distribution list called FRESH.members@unh.edu has been established that contains the names of all individuals working directly on Project FRESH. If you are an Outlook Exchange user, simply click on FRESH Members in the global address section. Project FRESH participants are encouraged to use this list to ask questions or send information that needs to be communicated to all Project FRESH members, including all business process teams on all campuses.

6. Master Schedule Plan

Project management tools are essential to ensuring that project participants are moving towards a common goal. A high-level master schedule will be prepared to promote dialogue among the teams and to identify key milestones, deliverables, work packages, interdependencies, and resource requirements. The master schedule will be filed on the Louise server and displayed on a wall in the Project FRESH area in Nesmith Hall at UNH, and at other campuses, and will be used to ensure that the project’s overall timeline is on schedule.
7. Training

Training is a critical form of communication and will be addressed in a separate plan, currently being drafted.

8. Articles in USNH Publications and Press Releases to Non-USNH Publications

Articles will be submitted to newspapers and other publications, both USNH and non-USNH, when requested by the ESC or project management. These articles will be used to increase general awareness of the project and highlight significant and newsworthy accomplishments or goals.

Resources

1. Communications Manager

The communications manager will spend 50% time devoted to project communication efforts. The other 50% time will be dedicated to the finance team.

2. Other Resources

Communication is everyone's responsibility. Therefore a percentage of everyone's time will be spent putting elements of the communication plan into action. The success of the communication plan depends greatly on the audiences speaking up and asking questions. Suggestions for improved communications or specific newsletter articles are always welcomed.
1. Objectives
   a. To provide relevant, timely, complete, concise, and accurate information for (1) team leaders and their committees and coordinating councils (as applicable) and (2) effective oversight of Project FRESH by co-directors.
   b. To enhance the team leader meetings with the intent of increasing the efficiency of the meetings.
   c. To provide information that may be communicated to other Project FRESH members and/or to audiences outside of Project FRESH via newsletters, meetings, forums, etc.

2. Authors
   a. Finance    Alice Samuel and Nancy Gaskill
   b. HR    Carol Powers
   c. MR    Jackie Snow
   d. IT    Dwight Fischer and Bill Baber
   e. Mods    Diane Cotter
   f. Training    Carol Powers
   g. Testing & Acceptance    Dwight Fischer

3. Distribution List
   a. Team Leaders (Bill Baber, Carol Powers, Alice Samuel, and Jackie Snow)
   b. Other Project Leaders (Dwight Fischer and Ki Cheng)
   c. Project Administrator (Diane Cotter)
   d. Communications Manager (Nancy Gaskill)
   e. Co-directors (Ken Cody and Bob Cape)

4. Frequency
   Weekly, needed by early afternoon each Friday.

5. Method
   Email

6. Format (generally not to exceed 2 pages)
   The format may be free form, but should include discussion of the following subjects if applicable.

   People
   Identify any changes in personnel. Recognize individuals or groups for jobs that are well done or for actions such as quick responses to requests. These accolades
are not only for members of your respective team, but are for anyone involved in the project.

Accomplishments/Status Update
What did your team work on in the past week? Did you complete key tasks that project management and other teams should know about? What is the status of the timeline/work packages? You may want to report on standard categories, such as modifications, chart of accounts, buy/pay, etc.

Decisions Made
What decisions were made this week? Clearly and concisely describe the decision and reference where detailed documentation on the decision can be found.

Open Items/Decisions to be Made
This section should include items that still need resolving. Are there pending decisions? Is there information that needs researching? This section should be a cumulative list of open issues. It should not, however, be a list of all the tasks that are not yet completed. When possible, identify responsible person and date needed.

Problems/Concerns/Risks
What are some problems that your team is or will be running into – time constraints, waiting for information, dependencies, resource issues, system problems, etc.? Try to identify and raise these potential risks as far in advance as possible, even if the problem is not yet real or may be mitigated somehow. Early detection of potential risks is extremely important for the success of the project.

Next Week’s Focus
Outline planned activities, goals and areas of emphasis for the next week.

Upcoming Events
Identify important milestones that are approaching or special meetings that will be held. Look out two to six weeks.

Recommended Topics for Newsletter
Identify topics that you think would be appropriate for the newsletter. Is there information that needs communicating to the audience beyond Project FRESH members? In your report, identify these topics by either specifically stating they are newsletter items or reference them with an asterisk (*).

Other Comments/Questions (Add section headings as applicable)
State anything you think would be beneficial for project management, including team leaders, to know.