



Schools Portal and IFAP Roll-Out Plan

Objective: The objective of this deliverable is to provide a high-level plan that can be used by SFA to communicate with both internal and external stakeholders of the Schools Portal and redesigned Information for Financial Aid Professionals (IFAP) web-site. In addition, the deliverable includes descriptions of Modernization Partner support for content definition relative to Schools Channel presentations on both Portal and IFAP. The Plan's focus is to build awareness of and excitement over the rollout of these SFA products.

Guiding Principles -- The following are recommended guiding principles, which should be inherent throughout the implementation of the Roll-Out Communications Plan:

- A) *Consistency*—The look and feel of communications must remain as standard as possible;
- B) *Timing and Frequency*—Communications must be delivered when most important to targeted offices; and
- C) *Two-Way Communication*—The stakeholders must have an opportunity to provide input, ask questions, etc.

Key Assumption -- This plan assumes a Portal “go live” date of October 26, 2000.

The Roll-Out Communications Plan is divided into pre- and post-roll-out plans for both internal and external stakeholders as follows:

- Part I Internal Stakeholders
 - A Pre-Roll-Out
 - B Post-Roll-Out
- Part II External Stakeholders
 - A Pre-Roll-Out
 - B Post-Roll-Out

Each part contains both a high-level description, indicating key messages by audience, vehicles and frequency of communication and a detailed description containing information by week related to recommended communications.



Part I: Internal Stakeholders Communications

High Level:

Audience	Messages	Vehicles	Frequency
COO and General Managers	Portal Status	Reports, Face to Face Updates, E-Communication	Weekly
Managers	Portal Status	SFANET, Staff Meetings, E-Communication, Inside SFA Newsletter, IFAP	Weekly
SFA Staff	Portal Status	SFANet, Meetings, E-Communications, Word of Mouth, Posters, IFAP	Weekly

Part I-A: Internal, Pre-Roll-Out

Detail:

Week of 10/09/00

Audience	Message	Vehicles	Content Developer	Messenger
SFA Staff	Portal Status, Beta Testing	Targeted e-mail, IFAP	TBD	GM, SFA Customer Services

Week of 10/16/00

Audience	Message	Vehicles	Content Developer	Messenger
All SFA Staff	Portal Status and Roll Out Time Frame.	Countdown Banner hung in Schools Channel	TBD	
All SFA Staff	General information relative to Portal and IFAP	Information Brochures on Bulletin Boards,	TBD	
All SFA Staff	"How to use Portal"	IFAP	TBD	
Sr. Leadership	Inform and build excitement	Face to Face with GM or Designee	TBD	GM
Schools Channel Managers	Inform and build excitement	Face to Face or e-mail from GM Schools	TBD	GM



Management Council	Inform and Build Excitement	Face to Face with GM or Designee	TBD	GM
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Week of 10/23/00

Audience	Message	Vehicles	Content Developer	Messenger
All SFA Staff	Reinforce timeframe for Portal release to all staff, generate excitement	E-mail reminder to staff along with Portal Job Aid	TBD	GM, SFA Customer Service
All SFA Staff	Inform all staff, encourage use of portal and feedback Mechanism	E-mail announcement of successful rollout, encouraging use of portal and describing feedback mechanisms, IFAP	TBD	
All SFA Staff	Celebrate success	Celebrate release of Portal and IFAP (in Kay's open office space – balloons, streamers, “10 reasons to use Portal” bookmarks given away)	TBD	
All SFA Staff	Inform and encourage use of Portal	Message on SFANet regarding Portal release	Schools Channel Content Manager	
Sr. Leadership	Brief	Face to Face with GM or Designee	TBD	
Schools Channel Managers	Inform and encourage use	Face to Face with GM or Designee	TBD	

Part I-B: Internal, Post-Roll-Out

Weeks of 10/30/00 – 11/27/00

Audience	Message	Vehicles	Content Developer	Messenger
All SFA Staff	Emphasize one	E-mail messages,	TBD	



**Student Financial Assistance Modernization Partner
Common Origination and Disbursement**

	feature of the Portal per week	IFAP		
All SFA Staff	Encourage user feedback, build confidence in product	Inside SFA	SFA Communications	
All SFA Staff	Raise awareness, information dissemination, build confidence in product	Post questions raised through feedback mechanisms as Q&A Section under SFA News	SFA Customer Service	
Sr. Leadership	Briefing, Status and vision for second iteration	Face to Face with GM or Designee	TBD	GM
Schools Channel Managers	Briefing, request for input on Portal Usage	Face to Face with GM Or Designee	TBD	GM



Part II: External Stakeholders Communications

High Level:

Audience	Messages	Vehicles	Frequency
Users Group	Portal Status Beta Testing	E-mail communication	Twice.
Financial Aid Administrators	Portal Status Beta Testing	Websites, and Listservs, GM presentations, IFAP, hardcopy letters	Ongoing
Dupont Circle Higher Ed. Stakeholders	Portal Status	Websites, e-mail or hard copy correspondence from COO or GM Schools Channel.	Twice
Community at Large	Portal Release	Press Release, Interview with GM, COO or Secretary	Once
SFA Practitioners	Portal Release	Advocacy Message from NASFAA Chair on Website, and possibly NACUBO	Once

Part II-A : External, Pre-Roll-Out

Detail:

Week of 10/09/00

Audience	Messages	Vehicles	Content Developer	Messenger
Users Group regarding Beta Testing and status of Portal/ IFAP.	Inform on timeline, encourage dissemination of information to colleagues regarding Beta Testing and status of Portal/ IFAP	E-mail	Mod Partner	Mod Partner
Financial Aid Community regarding Beta Testing and status of Portal/ IFAP:	Inform on status of initiative. Build expectations.	E-mail, listserv, and websites	Mod Partner	Mod Partner



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MASFAA Conference Attendees	Inform on timeline, build expectations, dissemination of information to colleagues	Face to Face with Schools Channel Staff and Modernization Partner.	Mod Partner, Schools Channel Staff	Mod Partner, Schools Channel Staff
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**Student Financial Assistance Modernization Partner
Common Origination and Disbursement**

Week of 10/16/00

Audience	Messages	Vehicles	Content Developers	Messengers
SFA Community	Increase awareness, create excitement	(1) Hardcopy letter to all (insert "10 Reasons to Use the Portal" bookmark) and (2) posting to IFAP	TBD	
SFA Community/Users Group.	Inform on status of initiative, dissemination of information to colleagues	Beta Testing and status of Portal/ IFAP: posted to IFAP, NASFAA website and regional websites.	TBD	
RNASFAA Conference Attendees	Inform on status of initiative	Face to Face with GM	Schools Channel Staff, and Mod Partner	GM

Week of 10/23/00

Audience	Message	Vehicles	Content Developer	Messenger
Dupont Circle Group	Information dissemination to colleagues, encourage support	Face to Face with GM or Designee, e-mail or hard copy correspondence	TBD	COO, or GM
Financial Aid Community	Advocate use of Portal/ IFAP	NASFAA Website.	TBD	NASFAA President
Community At Large	Bring attention to first new product deployed for schools community	Press Release from COO	SFA Communications	COO
Congressional Staff	Focus attention on new, and successful product	White Paper or Face to Face Briefing	SFA Communications	COO or GM,
The President	Focus attention on new, and successful product	The Secretary	TBD	The Secretary

Part II-B : External, Post-Roll-Out



Weeks of 10/30/00 – 11/27/00

Audience	Message	Vehicles	Content Developer	Messenger
All Users	Emphasize one function of the Portal, Encourage use, raise awareness of functionality	SFA News on the Portal and in IFAP	SFA Customer Services	TBD
All Users	Run a reminder on the “Got A Question” and “Portal Feedback” features	SFA News on the Portal and in IFAP	SFA Customer Services	TBD
All Users	Post questions raised through feedback mechanisms as Q&A Section under SFA News	SFA News on the Portal and in IFAP	SFA Customer Services	TBD
Dupont Circle Group	Inform and update	Face to Face with GM, or Designee	TBD	GM or Designee
Message on NASFAA Website	Inform and Update	Message on NASFAA Website	SFA Customer Services	TBD

In addition, the November and December Electronic Access Conferences offer an excellent opportunity to promote and demonstrate the portal technology to representative financial aid administrators. Customer Services should be prepared to provide “hands-on” demonstrations and assistance to users. “How to use the Portal” bookmarks could be distributed with registration materials. All staff with working knowledge of the Portal could wear “Ask me about the Portal” T-Shirts.