



## Student Aid Front 2 Back Communication Plan

Communication Event	Audience	Delivery Date	Communication Objectives	Responsibility	Comments/Results
Operating partners training working group monthly meeting	Mike Lyons (EDS), Chris Ludman (NCS-Pierson), Paul Hodges (CSC), Lynette (ASC), and Sharon (AFSMA)	January 23, 2001	<ul style="list-style-type: none"> <li>Establish the desire to have SFA and Operating Partners provide facilitators for Front 2 Back</li> </ul>	Anne Teresa	
Anne Teresa roll out of Front 2 Back facilitator selection process	Senior Management Council, Greg Woods and Candy Kane	Senior Management Council Meeting	<ul style="list-style-type: none"> <li>Explain plans for selecting facilitators from both SFA and Operating Partners</li> <li>Establish Greg and Candy's expectation of support</li> <li>Clearly communicate time commitment</li> <li>Discuss how and where concerns will be managed</li> </ul>	Anne Teresa	Establish strong support from Greg and Candy, and achieve "buy-in" at the senior management level
Greg Woods e-mail covering both Facilitator Selection and Logistics Coordinator/Host Selection	All SFA Managers	February 28, 2001	<ul style="list-style-type: none"> <li>Communicate strong support from Greg and Candy</li> <li>Establish their expectation of SFA wide management support for the initiative</li> </ul>	Cleared by Communications and sent by Greg Woods	



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Front 2 Back announcement and facilitator selection process kick-off event sent out via e-mail and posted on SFA Net: <b>"I Want You"</b>	All SFA employees	February 28, 2001	<ul style="list-style-type: none"> <li>Overview of the Front 2 Back Facilitator application process, selection criteria, and provide the employees with an attached application</li> </ul>	<ul style="list-style-type: none"> <li>Cleared by communications and sent by Anne Teresa</li> <li>Posted on SFA Net</li> </ul>	<ul style="list-style-type: none"> <li>Needs to be cleared by Karen Freeman or Lisa Cain in Communications</li> <li>All managers should be prepared to provide support and answer follow up questions</li> </ul>
Operating partner facilitator and logistics host request e-mail	Operating partner program managers	March 1, 2001	<ul style="list-style-type: none"> <li>Obtain commitment by operating partners to provide at least 3 facilitators and one logistics host</li> <li>Request name and background information of candidates</li> <li>Clearly communicate time commitment</li> </ul>	Cleared by Communications and sent by Sarah Babson	



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Managers of semi-finalists contacted via e-mail <b>“Availability Verification”</b>	Managers of applicants that have qualified as semi-finalists and are invited to audition	March 19, 2001	<ul style="list-style-type: none"> <li>• Provide them with a list of the names of the semi-finalists</li> <li>• Direct concerns to Greg Woods</li> <li>• Outline “Next Steps,” establish expectations, general parameters and timelines for facilitators</li> <li>• Thank them for their continued support of their staff members</li> </ul>	Cleared by Communications and sent by Midge Hunt	Reinforce “buy-in” by managers
Operation Partner Regional Managers contacted via e-mail <b>“Availability Verification”</b>	Operating Partner Regional Managers	March 19, 2001	<ul style="list-style-type: none"> <li>• Provide them with a list of the names of the semi-finalists</li> <li>• Direct concerns to Greg Woods</li> <li>• Outline “Next Steps,” establish expectations, general parameters and timelines for facilitators</li> <li>• Thank them for their continued support of their staff members</li> </ul>	Cleared by Communications and sent by Sarah Babson	Reinforce “buy-in” by operating partners
Personal phone calls to facilitator applicants not selected as semi-finalists	All facilitator applicants not selected as semi-finalists	March 20, 2001	<ul style="list-style-type: none"> <li>• Provide personal feedback in a sandwich format to emphasize the positives while still being constructive</li> </ul>	Midge Hunt	Applicants not selected as semi-finalists will continue to have a positive perception of the facilitator selection process
Facilitator applicants not selected as semi-finalists “Thank You” e-mail	All facilitator applicants not selected as semi-finalists	March 20, 2001	<ul style="list-style-type: none"> <li>• Thank the applicants</li> <li>• Announce upcoming skill building opportunities</li> <li>• Encourage participation in future opportunities</li> </ul>	Cleared by Communications and sent by Midge Hunt	



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Semi-finalist telephone notification	Applicants that have qualified as semi-finalists and are invited to audition	March 21, 2001 through March 22, 2001	<ul style="list-style-type: none"> <li>Personal congratulation</li> <li>High level understanding of the audition requirements and mentor process</li> <li>Informed that detailed e-mail to follow</li> </ul>	Midge Hunt	Aware that detailed information is coming with follow up materials
Semi-finalist written congratulations and next steps materials e-mail	Applicants that have qualified as semi-finalists and are invited to audition	March 21, 2001 through March 22, 2001	<ul style="list-style-type: none"> <li>Congratulate semi-finalists</li> <li>Clearly define the facilitator skill requirements</li> <li>Explain in detail the audition process</li> <li>Discuss the different audition prep options and mentor assignments</li> </ul>	Cleared by Communications and sent by Midge Hunt	Clear understanding of the requirements and commitments necessary to be a facilitator as well of how the mentor process works
Logistics Coordinator/Host selection process kick-off event sent out via e-mail and posted on SFA Net: <b>"I Want You"</b>	All SFA employees	March 22, 2001	<ul style="list-style-type: none"> <li>Overview of Logistics Coordinator/Host application process, selection criteria, and provide the employees with an attached application</li> </ul>	<ul style="list-style-type: none"> <li>Cleared by communications and sent by Vicki Wilson</li> <li>Posted on SFA Net</li> </ul>	<ul style="list-style-type: none"> <li>Needs to be cleared by Karen Freeman or Lisa Cain in Communications</li> <li>All managers should be prepared to provide support and answer follow up questions</li> </ul>



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Notify managers of Front 2 Back Facilitators via e-mail <b>“Availability Verification”</b>	All SFA managers	April 9, 2001	<ul style="list-style-type: none"> <li>• Thank them for their continued support of their staff members</li> <li>• Identify all Front 2 Back facilitators</li> <li>• Explain in detail the “Train-The-Trainer” process and timeframe</li> <li>• Outline travel requirements and preliminary training schedule</li> </ul>	Cleared by Communications and sent by Midge Hunt	Reinforce “buy-in” by managers
Personal phone calls to audition participants not selected as facilitators	All audition participants not selected as facilitators	April 10, 2001	<ul style="list-style-type: none"> <li>• Provide personal feedback in a sandwich format to emphasize the positives while still being constructive</li> <li>• Encourage participation in future skill building activities</li> <li>• Encourage future applications</li> </ul>	Midge Hunt	Audition participants not selected as facilitators will continue to have a positive perception of the facilitator selection process
Audition participants not selected as facilitators “Thank You” e-mail	All audition participants not selected as facilitators	April 10, 2001	<ul style="list-style-type: none"> <li>• Thank applicants for their interest and courage</li> <li>• Encourage participation in future skill building activities</li> <li>• Encourage future applications</li> </ul>	Cleared by Communications and sent by Midge Hunt	
Finalist telephone notification	All candidates selected as facilitators based on auditions	April 11, 2001 through April 12, 2001	<ul style="list-style-type: none"> <li>• Personal congratulation</li> <li>• High level understanding of next steps</li> </ul>	Midge Hunt	Clear understanding of the timeframe and next steps



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Finalist congratulations and next steps materials e-mail	All candidates selected as facilitators based on auditions	April 11, 2001 through April 12, 2001	<ul style="list-style-type: none"> <li>• Congratulate finalists</li> <li>• Explain in detail the “Train-The-Trainer” process and timeframe</li> <li>• Outline travel requirements and preliminary training schedule</li> </ul>	Cleared by Communications and sent by Midge Hunt	Clear understanding of the requirements and commitments necessary to be a facilitator and next steps
Notify Managers of Logistics Coordinators and Hosts via e-mail <b>“Availability Verification”</b>	Managers of all applicants	April 12, 2001	<ul style="list-style-type: none"> <li>• Thank them for their continued support of there staff</li> <li>• Identify all logistics coordinators and hosts</li> <li>• Explain in detail the time commitments of the positions</li> <li>• Outline travel requirements and preliminary training schedule</li> </ul>	Cleared by communications and sent by Vicki Wilson	Reinforce “buy in” by managers
Logistics Coordinator/Host selection e-mail: <b>“Two Messages: One to all that are chosen and one to all that aren’t chosen”</b>	All logistics coordinator/host applicants	April 13, 2001	<ul style="list-style-type: none"> <li>• Thank them for applying</li> <li>• Identify names of those selected as logistics coordinators and logistics hosts</li> <li>• Encourage all to apply for future logistics opportunities</li> <li>• Next steps for those selected</li> </ul>	Cleared by communications and sent by Vicki Wilson	Clear understanding of the timeframes, requirements, and next steps for those selected