



Detailed Communication Plan: *FMS Communications Executive Summary*

| Communication Vehicle | Message/Purpose | Timing/ Targeted Date | Audiences | Sender/Presenter | Feedback Mechanism |
|---|---|-----------------------|--|--|--------------------|
| Management Council Leadership Team Meeting** | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of FMS implementation Provide a "Report Card" Update | By March 15, 2001 | <i>Schools GM</i> <ul style="list-style-type: none"> Kay Jacks <i>Students GM</i> <ul style="list-style-type: none"> Jennifer Douglas <i>Financial Partners GM</i> <ul style="list-style-type: none"> Barry Morrow <i>CIO GM</i> <ul style="list-style-type: none"> Steve Hawald <i>Contracting & Acquisitions Director</i> <ul style="list-style-type: none"> Candace Hardesty <i>Analysis Director</i> <ul style="list-style-type: none"> Bob Knisley <i>Human Resources Director</i> <ul style="list-style-type: none"> Calvin Thomas <i>Communications Director</i> <ul style="list-style-type: none"> Karen Freeman <i>SFA U Director</i> <ul style="list-style-type: none"> Anne Teresa | Greg Woods/Jim Lynch <i>(talking points created by FMS Communications Team)</i> | Q & A |
| Staff Meeting** (through regularly scheduled staff meeting subject to discretion of Kay and Jennifer) | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of FMS implementation Provide a "Report Card" Update | By March 15, 2001 | <i>Schools Middle Managers</i> <ul style="list-style-type: none"> Victoria Edwards Jane Holman <i>Students Middle Managers</i> <ul style="list-style-type: none"> Gary Hopkins Denise Leifste | Kay Jacks/Jennifer Douglas <i>(talking points created by FMS Communications Team)</i> | Q & A |
| Conferences | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of FMS implementation Provide a "Report Card" Update | | Direct Loan, NCHelp... | Jim Lynch <i>(talking points created by FMS Communications Team)</i> | E-mail/ Informal |

☆ See Detailed Communication Plan for more details

** FMS team member will be in attendance



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| E-mail | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of FMS implementation Provide a "Report Card" Update | By March 15, 2001 | Pell Operations Staff ★ | Jane Holman <i>(Talking points created by FMS Communications Team)</i> | E-mail/Informal – <i>(Develop FAQs document and distribute to impacted audiences)</i> |
| E-mail | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of FMS implementation Provide a "Report Card" Update | By March 15, 2001 | Campus Based Ops ★ | Jane Holman <i>(talking points created by FMS Communications Team)</i> | E-mail/Informal <i>(Develop FAQs document and distribute to impacted audiences)</i> |
| Meeting with FMS and Calvin Thomas | <ul style="list-style-type: none"> Determine Strategy for educating union (invite Union Rep to be part of FMS team) | By March 15, 2001 | Calvin Thomas | Paul Stonner, Francesca Keating, Amy Woodson | Informal |
| LMPC (Labor Management Party Council) Meeting | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of FMS implementation Provide a "Report Card" Update | By April 1, 2001 | SFA Union Representatives | Jim Lynch Calvin Thomas | Q & A Session |
| Kickoff Info/ Q & A Session ** ★ | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of | By April 1, 2001 | DL Operations Staff DL Systems Staff DL Client Account Managers ★ | Sarah Utz, Kathleen Wicks, Joann Pease, <i>(talking points created</i> | E-mail/Informal <i>(Develop FAQs document and distribute to</i> |

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| | <ul style="list-style-type: none"> FMS implementation Provide a "Report Card" Update | | | <i>by FMS Communications Team</i> | <i>impacted audiences)</i> |
| E-mail | <ul style="list-style-type: none"> Announce FMS implementation Provide an update of key milestones Discuss impacts of FMS implementation Provide a "Report Card" Update | By April 1, 2001 | Debt Collections  | Gary Hopkins <i>(talking points created by FMS Communications Team)</i> | E-mail/Informal <i>(Develop FAQs document and distribute to impacted audiences)</i> |
| Press Release | <ul style="list-style-type: none"> Announce FMS implementation | By August 1, 2001 | External SFA Communities <ul style="list-style-type: none"> Higher Education Community GA/Lender community IT and Trade Press Political community | Karen Freeman | |