



Department of Education

Office of Student Financial Assistance

Rational Tool Implementation Support Team
Communication Plan

STUDENT FINANCIAL ASSISTANCE (SFA)
RATIONAL TOOL IMPLEMENTATION SUPPORT TEAM -
COMMUNICATION PLAN



Table of Contents

1. BACKGROUND	1
1.1 Purpose.....	1
1.2 Scope.....	1
2. CHANGE CURVE FOR COMMUNICATION.....	2
3. AUDIENCE ANALYSIS	3
3.1 Task Order Managers	3
3.1.1 TO Managers of New Task Orders/Projects.....	3
3.1.2 TO Managers of Existing Task Orders	3
3.2 SFA Project Managers	3
3.3 Executive Audience.....	4
3.4 Rational Tool Users.....	4
4. COMMUNICATION PLANNING	4

STUDENT FINANCIAL ASSISTANCE (SFA)
RATIONAL TOOL IMPLEMENTATION SUPPORT TEAM -
COMMUNICATION PLAN



1. BACKGROUND

The purpose of Task Order 51 is to establish a Rational Tool Implementation Support Team to deploy the use of the Rational Software Development Tool Suite at Student Financial Assistance (SFA). This team will deliver support, training, and consulting services to SFA and Modernization Partner software development projects and other teams with Rational needs. Specifically this initiative will deliver the following:

- Prepare and rollout Rational Tool Support Program
- Implementation Guide: Tool rollout to pilot project(s)
- Activity reports of ongoing Tool Support
- Provide ongoing coaching, mentoring and training support of projects
- Ensure the Implementation Guide and Tool Support Program is in accordance with SFA Solution Life Cycle (SLC) which SFA uses as an outline to manage IT projects
- Rational Suite Project Repository (*.rsp), ClearCase, ClearQuest Administrator support
- Support the establishment of standard Rational operating procedures, such as standard file naming conventions, uniform project user account creation and management
- Support in the manageability and maintainability of finite Rational software licenses available for SFA modernization initiatives

1.1 Purpose

This document is the Communication Plan for the Rational Tool Implementation Support Team. This plan will outline how the Rational Tool Implementation Support Team will communicate to different audiences that need awareness of or are targeting for training in the use of Rational tools. This plan lays a framework for how the Rational Deployment team will reach these groups and help them identify:

- What is the Rational Tool Suite
- How Rational tools are beneficial to their project
- Where to find information and training on Rational Tools
- How they can receive Rational Tool Support

1.2 Scope

This plan will identify the targeted audiences for Rational Deployment and how the Rational Tool Implementation Support Team will communicate with those audiences. The targeted audiences, key messages, communication vehicles, and communication responsibilities are identified in this document. This document does not include additional training or deployment activities needed for Task Order 51.

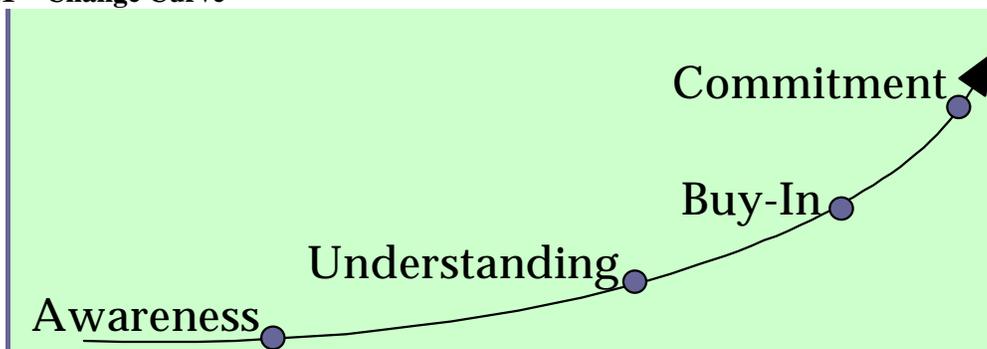


2. CHANGE CURVE FOR COMMUNICATION

Effective communication for the Rational Tool Implementation Support Team is achieved through informing, generating understanding, and inviting participation. Figure 2.1 shows the Change Curve and the various stages individuals go through. The Rational Tool Support Team will help audiences achieve different levels of knowledge about the Rational project by communicating different messages and in different formats with various audiences. Not all audiences will need to achieve a level of commitment in order to successfully deploy the Rational Tool within SFA.

- Awareness: Answers questions such as “What is all this change about?” At this stage, people encounter change and realize that it is going to affect them. Individuals at this stage are aware of the Rational Tool Deployment effort.
- Understanding: Answers questions such as “What’s in it for me?” Individuals at this stage understand the nature and intent of the Rational Tool deployment effort and the changes it will bring.
- Buy-In: Answers questions such as “ Do I support the change, and am I becoming comfortable with what it will be like after the change is implemented?” Individuals at this stage work toward the goals of the Rational Deployment effort by articulating commitment to the goals.
- Commitment: Answers questions such as “Do I feel real involvement and participation in the change?” Individuals at this stage articulate an ownership of the program by implementing new behaviors or supporting the program.

Figure 2.1 – Change Curve



Adapted from Managing at the Speed of Change: How Resilient Managers Succeed and Prosper Where Others Fail, by Daryl R. Conner

STUDENT FINANCIAL ASSISTANCE
RATIONAL TOOL IMPLEMENTATION SUPPORT TEAM
COMMUNICATION PLAN



3. AUDIENCE ANALYSIS

The Rational Tool Implementation Support Team is working with projects that have a need for support of one of the three Rational tools. Those tools are ClearCase for configuration management, ClearQuest for issue tracking, and RequisitePro for requirements management. The team will target the following audiences for communication of deployment activities.

3.1 Task Order Managers

3.1.1 TO Managers of New Task Orders/Projects

The Rational Tool Implementation Support Team will become involved with new Modernization projects in order to plan for the use of Rational Tools. The team needs to communicate to Modernization Task Order managers the benefits of using Rational tools to help throughout the development lifecycle. By planning before a Task Order has been finalized, the Rational Tool Implementation Support Team can ensure projects are using the tools from the beginning and reduce rework. Rational Tool training and data upkeep can become a part of the schedule for the new project's Task Order.

Modernization TO Managers will need to attain a level of *understanding* of the tool and its benefits in order to properly plan for and prepare the TO.

3.1.2 TO Managers of Existing Task Orders

The Rational Support team will target existing task orders that have Rational Tool implementation and support needs. The Rational Support team must communicate to this audience the need to transition current processes to incorporate the appropriate Rational Tools.

Existing TO managers not using Rational will need a level of *buy-in* in order to understand why Rational Tools are more efficient and appropriate to use compared with their current processes and procedures for documentation.

3.2 SFA Project Managers

SFA projects will implement the Rational Tool outside of Modernization Projects. The Rational Support team needs to support these project managers to find the situations where implementation of Rational tools may be beneficial.

SFA Project Managers will need to attain a level of *understanding* in order to successfully deploy the Rational Tool.

STUDENT FINANCIAL ASSISTANCE
RATIONAL TOOL IMPLEMENTATION SUPPORT TEAM
COMMUNICATION PLAN



3.3 Executive Audience

Modernization Partner and SFA executives need an *awareness* of the Rational Tool as SFA's tool of choice in order to understand the budgeting and training time surrounding Rational within projects they approve.

3.4 Rational Tool Users

Those project team members tasked with using Rational Suite Tools will need to gain a level of *commitment* to the program. They will need all the information described within the Purpose section of this document along with an emphasis on how to get training, support and assistance while using Rational Tools. Their attendance at training should gain commitment from the tool users.

4. COMMUNICATION PLANNING

In order to ensure all identified audiences receive needed information, the Rational Tool Support team will identify communication vehicles and assign responsibility for the creation and delivery of those vehicles to ensure appropriate support of the Rational deployment efforts throughout SFA. The Rational Tool Communication Plan is attached.