



## LMS Communication Plan: Key Activities

ID	Audience	Date / Freq.	Info Needs	Message	Desired Outcome	Sender	Vehicle	Status
Internal Stakeholders								
1	SFA University Communications	1/10/02	<ul style="list-style-type: none"> <li>• LMS key functions and benefits</li> <li>• LMS communication needs</li> <li>• Internal stakeholders and external audiences</li> <li>• LMS implementation timeframe</li> </ul>	<ul style="list-style-type: none"> <li>• Communications Launch</li> <li>• Understand SFA U Communications Role for LMS</li> </ul>	<p><b>Awareness</b></p> <ul style="list-style-type: none"> <li>• SFA U Communications understanding of LMS audiences, timeframes and information needs</li> <li>• Understand the communication plan and how to implement it</li> <li>• Understand how key audiences integrate with each other and LMS</li> </ul>	Len	• Meeting	Completed
2	SFA University Registration	TBD	<ul style="list-style-type: none"> <li>• SFA Registration's role with the LMS</li> <li>• Benefits of the LMS</li> <li>• High-level description of how LMS will change the role of SFA U Registration personnel</li> <li>• High-level timeframe for implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of SFA U Registration's role</li> <li>• High-level milestones</li> <li>• Project timeline</li> </ul>	<p><b>Awareness</b></p> <ul style="list-style-type: none"> <li>• Acknowledge the needed change from the current process of registering via multiple sites to an LMS</li> <li>• Implemented into LMS</li> </ul>	Len	• Meeting	Urgent, Complete immediately
3	<ul style="list-style-type: none"> <li>• SFA U Training Officers</li> <li>• CAMS</li> </ul>	1/18/02	<ul style="list-style-type: none"> <li>• General impacts on organization</li> <li>• Benefits of LMS</li> <li>• Functionality of LMS</li> <li>• Difference between LMS and current registration</li> <li>• Timeframes for implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to LMS</li> <li>• General overview of LMS functionality and benefits</li> </ul>	<p><b>Awareness</b></p> <ul style="list-style-type: none"> <li>• Raise awareness to LMS implementation</li> <li>• Understand how feedback contributed to selection of LMS</li> </ul>	Courtland	• Meeting	On schedule



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			<ul style="list-style-type: none"> <li>Feedback contribution for LMS selection</li> </ul>					
4	<ul style="list-style-type: none"> <li>SFA U Training Officers</li> <li>CAMS</li> </ul>	TBD	<ul style="list-style-type: none"> <li>Access to training materials</li> <li>Support Options</li> <li>Training dates or release of materials</li> <li>Roles for System use</li> <li>Future training offerings</li> </ul>	<ul style="list-style-type: none"> <li>LMS Training Update</li> </ul>	<b>Awareness</b> <ul style="list-style-type: none"> <li>LMS training awareness and prioritization</li> </ul>	Len	<ul style="list-style-type: none"> <li>Email</li> <li>1 Hour Meeting</li> </ul>	Pressing, Complete soon
5	<ul style="list-style-type: none"> <li>PEPS</li> <li>IFAP (i.e., Colleen Kennedy)</li> <li>Case Management (ITS)</li> <li>School Channel Customer Support 800.433.7327</li> </ul>	TBD	<ul style="list-style-type: none"> <li>General impacts on organization</li> <li>Benefits of LMS</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to LMS</li> <li>General overview of LMS functionality and benefits</li> </ul>	<b>Awareness</b> <ul style="list-style-type: none"> <li>Raise awareness to LMS implementation</li> </ul>	SFA Comm	<ul style="list-style-type: none"> <li>InStep article</li> </ul>	On Schedule
6	<ul style="list-style-type: none"> <li>SFA University Registration</li> <li>SFA University Knowledge Management</li> </ul>	1/30/02	<ul style="list-style-type: none"> <li>Description of differences between LMS and current SFA registration process</li> <li>General LMS functionality</li> </ul>	<ul style="list-style-type: none"> <li>LMS Training Invite</li> </ul>	<b>Awareness</b> <ul style="list-style-type: none"> <li>SFA U Registration LMS training awareness and prioritization</li> </ul>	Len	<ul style="list-style-type: none"> <li>Email</li> </ul>	Pressing, Complete soon



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7	<ul style="list-style-type: none"> <li>• SFA U External Partner Services</li> <li>• Logistics Coordinators</li> <li>• SFA U Best Practices</li> <li>• CORs</li> </ul>	2/6/02	<ul style="list-style-type: none"> <li>• LMS implementation progress and issues</li> <li>• Impacts to organization</li> <li>• How do channels receive LMS support</li> <li>• Understand specific detail on registration process changes</li> </ul>	<ul style="list-style-type: none"> <li>• LMS Implementation Update</li> <li>• Support network through SFA U Registration</li> </ul>	<b>Understanding</b> <ul style="list-style-type: none"> <li>• Understand the support network above and below to support the system</li> <li>• Understanding of contact points for questions/support</li> <li>• Understanding role with LMS</li> </ul>	TBD	<ul style="list-style-type: none"> <li>• Email</li> <li>• Meeting (TBD)</li> </ul>	?
8	Case Management	Quarterly 2/6/02	<ul style="list-style-type: none"> <li>• Quarterly messages to provide them with the training registration process and the type and date the training is occurring.</li> </ul>	<ul style="list-style-type: none"> <li>• Status Update</li> </ul>	<b>Awareness</b> <ul style="list-style-type: none"> <li>• Raise awareness to registration process and changes to training offerings</li> </ul>	SFA U Comm	<ul style="list-style-type: none"> <li>• Email</li> </ul>	Ongoing even after LMS go-live; confirm with Anita
9	<ul style="list-style-type: none"> <li>• SFA University Registration</li> <li>• SFA University Knowledge Management</li> </ul>	2/20/02	<ul style="list-style-type: none"> <li>• Means to effectively use the LMS</li> <li>• Support structure (e.g., issue escalation, troubleshooting)</li> <li>• Differences between LMS team and SFA U Registration team roles</li> </ul>	<ul style="list-style-type: none"> <li>• LMS Training</li> <li>• LMS Support</li> </ul>	<b>Understanding</b> <ul style="list-style-type: none"> <li>• Understand the system through training</li> <li>• Understand the support network above and below to support the system</li> <li>• Understand SFA U Registration Role with LMS</li> </ul>	Courtland	<ul style="list-style-type: none"> <li>• Hands-on Training Class</li> </ul>	



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10	<ul style="list-style-type: none"> <li>• SFA U Training Officers</li> <li>• Logistics Coordinators</li> <li>• SFA U Best Practices (TBD depends on role)</li> </ul>	2/27/02	<ul style="list-style-type: none"> <li>• Means to effectively use the LMS</li> <li>• Basic LMS functionality</li> <li>• Support structure (e.g., issue escalation, troubleshooting)</li> <li>• Definition of role</li> <li>• Reference documentation or materials specific to role</li> </ul>	<ul style="list-style-type: none"> <li>• LMS Training (TBD)</li> <li>• LMS Support</li> </ul>	<p><b>Understanding</b></p> <ul style="list-style-type: none"> <li>• Understand the system through training/document ation</li> <li>• Understand the support network above and below to support the system</li> <li>• Understand Role with LMS</li> </ul>	TBD	<ul style="list-style-type: none"> <li>• Email</li> <li>• Meeting (TBD)</li> </ul>	
11	<ul style="list-style-type: none"> <li>• Schools Channel</li> <li>• Financial Partners</li> <li>• CAMS</li> </ul>	TBD March	<ul style="list-style-type: none"> <li>• Update on LMS implementation progress to date</li> <li>• How do channels receive LMS support</li> <li>• Understand specific detail on registration process changes</li> </ul>	<ul style="list-style-type: none"> <li>• LMS Implementation Update</li> <li>• LMS available training (invite TBD)</li> <li>• Support network through SFA U Registration</li> </ul>	<p><b>Understanding</b></p> <ul style="list-style-type: none"> <li>• Comfort with functionality of LMS</li> <li>• Comfort with SFA U relationship</li> <li>• Understanding of contact points for questions/support</li> </ul>	TBD	<ul style="list-style-type: none"> <li>• Meeting</li> </ul>	
External Audience								



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12	<ul style="list-style-type: none"> <li>• Schools</li> <li>• School Presidents</li> <li>• FAA</li> <li>• NASFA</li> <li>• High School Counselors</li> <li>• Bursars</li> <li>• Comptrollers</li> <li>• Student Employment</li> </ul>	2/25/02	<ul style="list-style-type: none"> <li>• Introduction to new LMS (Registration Process changes)</li> <li>• How to access (via IFAP and other websites)</li> <li>• LMS go live dates</li> <li>• Easy to remember URL</li> <li>• Registration help, (password, log-in, FAQs)</li> </ul>	<ul style="list-style-type: none"> <li>• LMS Introduction</li> <li>• Process change</li> </ul>	<b>Awareness</b> <ul style="list-style-type: none"> <li>• Awareness of new registration URL</li> <li>• Awareness of Registration Process changes</li> </ul>	SFA U Comm	<ul style="list-style-type: none"> <li>• SFA U Training Page</li> </ul>	
13	<ul style="list-style-type: none"> <li>• Schools</li> <li>• School Presidents</li> <li>• FAA</li> <li>• NASFA</li> <li>• High School Counselors</li> <li>• Bursars</li> <li>• Comptrollers</li> <li>• Student Employment</li> </ul>	2/4/02  Per first 2 Training Offerings Announcements	<ul style="list-style-type: none"> <li>• Brief registration process update in conjunction with new training offerings</li> <li>• LMS go live dates</li> <li>• Easy to remember URL</li> </ul>	<ul style="list-style-type: none"> <li>• LMS Introduction</li> <li>• Process change</li> </ul>	<b>Awareness</b> <ul style="list-style-type: none"> <li>• Awareness of new registration URL</li> <li>• Awareness of Registration Process changes</li> </ul>	SFA U Comm	<ul style="list-style-type: none"> <li>• Announcement on IFAP</li> <li>• Headline</li> <li>• News Brief</li> </ul>	