

Template for a Communications Plan

Start your plan with the basics: Explain what information you want to convey to whom and why it's necessary to do so.

Subheads make it easy for readers to scan the message. (**Bold any text** you really don't want the reader to miss.)

Once you've explained what you want to convey and to whom in the overview, **list each of the individual communications you need to achieve your goal.**

Two-step login communications plan

Provided as an example. Not the actual plan.

OVERVIEW: This plan outlines communications to support the rollout of two-step login for users of Rutgers Connect (all faculty and staff, and some students). This communications plan is tailored for a phased approach to require two-step login for all users of Rutgers Connect.

GOAL: Explain the need for two-step login to faculty and staff; provide appropriate, timely information to streamline the rollout; prepare faculty and staff for future possible implementations of two-step login for other services.

AUDIENCES: Rutgers Connect users; university leadership; members of the University Senate and faculty councils; ITLC; Rutgers IT staff members, including OIT and distributed IT staff members.

COMMUNICATIONS DELIVERABLES AND TIMELINE:

To support outreach efforts:

- *Email requesting meetings with faculty councils and Senate:* Email message to the leadership of faculty councils, seeking to arrange meeting. Timeframe: Distributed week of 9/7.
- *Talking points for IT leads attending faculty and Senate meetings, as well as for use in meetings with leadership:* Talking points developed for use by MFA rollout team members attending these meetings. Timeframe: Distributed week of 9/14.

Documentation:

- *Review of twostep.rutgers.edu website:* Timeframe: Completed during 8/2020.
- *Printable instructions for faculty and/or others:* Timeframe: Week of 9/21.

Bullet points make plans far more readable.

Good plans employ a wide variety of communication types—email, social media posts, videos, Rutgers Today stories, alerts, etc.—to reach different audiences and reinforce your message.

- *Review of twostep.rutgers.edu website:* Help Desk review of documentation and related materials. Timeframe: Completed during 8/2020.
- *Printable instructions for faculty and/or others:* Timeframe: Week of 9/21.

For the IT community (ITLC, Rutgers IT):

- *Email outlining phased approach to two-step login for Connect:* Message explaining the need for this and outlining the process and timeline. Indicates a toolkit and/or communications tools/templates will be forthcoming.
- *Communications toolkit for IT staff:* Develop a toolkit with the following components. Timeframe: Completed ≈35 days prior to Phase 1 mandate.
 - Talking points about the need for two-step login.
 - PowerPoint suitable for use in Webex or Zoom meetings with faculty and/or staff.
 - Email blurb suitable for use in department or unit-specific e-newsletters.
 - Email message(s) to be customized for distribution by IT staff members to their communities.
- *Email providing communications toolkit:* An email sharing the toolkit.
 - Audience(s): ITLC, Rutgers IT.
 - Timeframe: ≈30 days prior to Phase 1 mandate.

Pre-Phase 1 email announcements to users (faculty, staff, and some students):

- *Videos:* The three Duo Security videos at <https://twostep.rutgers.edu> may be used in explaining the initiative and why this is happening; indicating that it will be a phased approach; noting that we've consulted with others, and sharing videos for context.

Where possible, you should include timeframes for different communications.

Communications plans often change as you get feedback from stakeholders. Feel free to update your plans as needed.

Also, don't feel obliged to make your plans as long or formal as this one. Some plans require a great deal of communications, and others do not. Many plans will be a page or less.

- *Email to all Connect users about the initiative:* This email is focused on preparing people for what's coming.
 - Audience(s): All Connect users.
 - Timeframe: ≈30 days prior to Phase 1 mandate.
- *IT Newsroom story:* Post a story at <https://it.rutgers.edu/news/>, with embedded videos and other linked materials, as a complement to the announcement above.
 - Timeframe: ≈30 days prior to Phase 1 mandate.
- *Items in location-based e-newsletters:* Draft items for possible inclusion in the e-newsletters for each chancellor-led unit.
 - Timeframe: ≈15-30 days prior to Phase 1 mandate.

Phase 1 communications to users (Rutgers VPN users)

Will include users that signed up for the Rutgers VPN service. This population has already enrolled in Duo and has the experience using it. (When connecting to the VPN first, two-step login will not be required to use Rutgers Connect.)

- ≈25 days prior to Phase 1 mandate: Email explaining the need to sign up for Duo.
 - local IT staff may also send follow-up email (suggested email provided)
- ≈5-25 days prior: Social posts reminding users about this.
- ≈15 days prior: Reminder email about mandate.
 - optional follow-up email from local IT staff
- ≈1 day prior: Reminder email emphasizing that they won't be able to use Connect if they don't sign up for Duo.
 - optional follow-up email from local IT staff

Phase 2 and 3 communications to users (Duo users and all RC users)

- These phases would replicate the Phase 1 communications, with communications distributed to those users affected by this phase.