**Communication Plan template**

**MCUCSA Summer Program**

**Identify roles:**

|  |  |
| --- | --- |
| Sponsor  Change champion(s) |  |
|  |
| Stakeholders |  |

**Communication goals**

**Vision:**

* The business or strategic vision outlined by executives and entrusted to the change sponsor to lead

**Head**

* Information or knowledge needed

**Hands**

* Actions and new behaviors needed (including formal training)

**Heart**

* Feelings and beliefs

**Stakeholder prioritization**

1. Use the stakeholder list generated above to identify the groups and individuals impacted by the change.
2. Categorize by “High/Medium/Low” the degree of impact.
3. Categorize by “High/Medium/Low” the degree of influence the individual or group has on others.

**Key messages**

* Core message #1

**Vehicles**

* Reuse the list of existing vehicles. Determine whether new ones are needed.

**Success measures**

* We will know we are done when we see…… (use your goals as a guide)