



Communications Management Plan

For

VCU ACES Project

| | |
|-----------------------|---|
| Version number | 1.5 |
| Final as of | 8/16/06 |
| Author | Steven VanDerHyde vanderhyde@us.ibm.com 919-882-6108 |
| Owner | Steven VanDerHyde |

Document information

Document source

This document is maintained as an online document. Contact the author for the latest version.

Revision history

| Version number | Date | Summary of changes | Revision marks |
|----------------|----------|--|----------------|
| 1.0 | 05/24/06 | First version | No |
| 1.1 | 06/20/06 | Revised client communications, reformatted | No |
| 1.2 | 06/21/06 | Revised client communications - wmj | No |
| 1.3 | 07/08/06 | Revised schedules for 14 week plan – wmj | No |
| 1.4 | 07/10/06 | Updated with input from Mark Willis – wmj | No |
| 1.5 | 08/16/06 | Revised client communications – wmj | No |

Approvals

This document has been approved by the following people. The signed approval forms are filed in the Project Control Book.

| Name | Function | Date of approval | Signature |
|-------------------|---------------------|------------------|-----------|
| Bill Jones | VCU Program Manager | | |
| Steven VanDerHyde | IBM Program Manager | | |

1 Overview

The VCU Communications Management Plan defines the regular meetings, reporting structure, and other communications activities that take place during the project. Its purpose is to help ensure that all the project stakeholders and team members receive the information they need in a timely manner.

This document identifies:

- What information needs to be communicated
- Who communicates the information (Project team, sponsor, etc.)
- Who receives the communication (Management, all Systems, etc.)
- The means of communication (Training, Documentation, Outlook E-mail, etc.)
- How often the communication is made
- Where the communication is stored and for how long (Records Management)

2 Purpose

The purpose of the VCU Communications Management Plan is:

- To proactively address the communication processes needed to ensure effective, efficient, and thorough communication.
- To provide individuals/groups with the information needed to easily adapt to changes that result from implementing the contract deliverables.
- To provide the contract sponsors with information that is relative and needed to successfully complete their responsibilities.
- To maintain team member awareness of program and project goals, activities, deliverables, and schedule.

3 Goals

- To provide proactive, honest, and consistent communication.
- To ensure the project team members are aware of their contributions to the project and their ultimate success.
- To ensure the sponsor is informed of issues needing resolution and changes needing authorization.
- To ensure the stakeholders have an understanding of impacts to their area and can respond with the desired behavior.
- To ensure management has information for planning their business activities.

4 Scheduled Meetings

| | |
|--------------------------|--|
| MEETING | <i>Weekly Status Meeting</i> |
| Purpose | <i>Review project status, issues, change requests, and financials.</i> |
| Location | <i>Conference bridge and occasionally face-to-face in TAB 412.</i> |
| Frequency | <i>Every Thursday, 1:00PM – 2:00PM Eastern Time.</i> |
| Chairperson | <i>Steven VanDerHyde</i> |
| Minutes by | <i>Steven VanDerHyde will redistribute updated status report, change log, and issues list.</i> |
| Attendees | <i>Bill Jones, Occasionally Bob Neale, Doug Vardakas, Jeanette Bellamy</i> |
| Agenda | <i>Project status, issues, change requests, financial status</i> |
| Distribution list | <i>All ACES QuickPlace members.</i> |
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |

| | |
|--------------------------|---|
| MEETING | <i>Weekly Internal Status Meeting</i> |
| Purpose | <i>Meeting for IBM and all IBM vendors to review project status, issues, change requests, and financials.</i> |
| Location | <i>Conference bridge and occasionally face-to-face in TAB 401.</i> |
| Frequency | <i>Every Tuesday, 3:00PM – 4:00PM Eastern Time.</i> |
| Chairperson | <i>Steven VanDerHyde</i> |
| Minutes by | <i>Steven VanDerHyde will redistribute updated status report, change log, and issues list.</i> |
| Attendees | <i>IBM Team, Avaya Team, HCI Team, ComNet Team</i> |
| Agenda | <i>Project status, issues, change requests, financial status</i> |
| Distribution list | <i>All ACES QuickPlace members.</i> |
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |

| | |
|--------------------------|--|
| MEETING | <i>Monthly Project Sponsor Status Meeting</i> |
| Purpose | <i>Review project status, issues, change requests, and financials.</i> |
| Location | <i>Technology Administration Building (TAB)</i> |
| Frequency | <i>Monthly per Mark Willis' schedule.</i> |
| Chairperson | <i>Steven VanDerHyde</i> |
| Minutes by | <i>Steven VanDerHyde will redistribute updated status report, change log, and issues list.</i> |
| Attendees | <i>Mark Willis, Bill Jones, Bob Neale, Doug Vardakas, Jeanette Bellamy</i> |
| Agenda | <i>Project status, issues, change requests, financial status</i> |
| Distribution list | <i>All ACES QuickPlace members.</i> |
| Media | <i>PowerPoint, updated documents are posted on ACES QuickPlace.</i> |

| | |
|--------------------------|---|
| MEETING | <i>Executive Steering Committee Meeting</i> |
| Purpose | <i>Address and resolve VCU issues outside the scope of the ACES project team.</i> |
| Location | <i>VCU TAB Building</i> |
| Frequency | <i>Monthly</i> |
| Chairperson | <i>Mark Willis</i> |
| Minutes by | <i>Bill Jones</i> |
| Attendees | <i>Mark Willis, Bill Jones, Steven VanDerHyde, Steering Committee</i> |
| Agenda | <i>Project status and issues.</i> |
| Distribution list | <i>Steering Committee</i> |
| Media | <i>Word Document</i> |

| | |
|--------------------------|---|
| MEETING | <i>Executive Interviews</i> |
| Purpose | <i>Obtain business requirements from key VCU stakeholders.</i> |
| Location | <i>Various VCU locations in Richmond, VA.</i> |
| Frequency | <i>1-hour interviews are scheduled at various times in May 2006.</i> |
| Chairperson | <i>IBM Chair: Frank Bailey, Stephen King, or Steven VanDerHyde</i> |
| Minutes by | <i>Frank Bailey, Stephen King, or Steven VanDerHyde</i> |
| Attendees | <i>Bill Jones, VCU Interviewee</i> |
| Agenda | <i>List of interview questions are asked to obtain business requirements.</i> |
| Distribution list | <i>N/A</i> |
| Media | <i>Results of interviews will be documented in a "High Level Client Environment and Business Strategy Presentation" and posted on ACES QuickPlace</i> |

| | |
|--------------------------|---|
| MEETING | <i>Rollout Daily Status Calls.</i> |
| Purpose | <i>A daily call will be held to discuss status and exceptions for the rollout of the new system to end users.</i> |
| Location | <i>Conference call</i> |
| Frequency | <i>Every work day starting in late June at a time to be determined for a duration of 1 hour.</i> |
| Chairperson | <i>Steven VanDerHyde</i> |
| Minutes by | <i>Steven VanDerHyde</i> |
| Attendees | <i>VCU PM, IBM PM, Avaya PM, HCI PM, ComNet PM</i> |
| Agenda | <i>Project status and issues</i> |
| Distribution list | <i>All ACES QuickPlace members.</i> |
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |

| | |
|--------------------------|--|
| MEETING | <i>Building Kick-off Meeting</i> |
| Purpose | <i>Meet with building contacts the first day of "Week 6" to discuss activities and begin work.</i> |
| Location | <i>VCU Building where the work will be performed</i> |
| Frequency | <i>Meeting will usually be held Monday mornings for one hour.</i> |
| Chairperson | <i>Bill Jones or designee</i> |
| Minutes by | <i>Bill Jones or designee</i> |
| Attendees | <i>Brian Sauriol (ComNet PM), VCU Building Manager</i> |
| Agenda | <i>Access to building/rooms, work to be performed, schedule, and issues.</i> |
| Distribution list | <i>If issues are raised, they will be added to issues list.</i> |
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |

| | |
|--------------------------|---|
| MEETING | <i>Station Review Kick-off Meeting.</i> |
| Purpose | <i>Avaya will train Department Liaisons on how to perform the "Week 7" station review activities.</i> |
| Location | <i>TAB</i> |
| Frequency | <i>Meeting will usually be held Tuesday mornings for two hours.</i> |
| Chairperson | <i>Marion Zobot (Avaya Software Associate)</i> |
| Minutes by | <i>Marion Zobot (Avaya Software Associate)</i> |
| Attendees | <i>VCU Department Liaisons, VCU PM Representative, IBM PM Representative, VCUnet Analyst and Support Specialist</i> |
| Agenda | <i>Work to be performed, schedule, issues, station demonstration and feature training.</i> |
| Distribution list | <i>If issues are raised, they will be added to issues list.</i> |
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |

| | |
|--------------------------|--|
| MEETING | <i>Station Migration Kickoff Meeting</i> |
| Purpose | <i>Kickoff the "Week 14" station migration activities.</i> |
| Location | <i>VCU Building where the work will be performed.</i> |
| Frequency | <i>Meeting will usually be held Monday mornings for one hour.</i> |
| Chairperson | <i>Steven VanDerHyde</i> |
| Minutes by | <i>Steven VanDerHyde</i> |
| Attendees | <i>Bill Jones or designee, HCI Representative, Avaya Representative, ComNet Representative</i> |
| Agenda | <i>Work to be performed, schedule, and issues.</i> |
| Distribution list | <i>If issues are raised, they will be added to issues list.</i> |
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |

| | |
|--------------------|---|
| MEETING | <i>Station Review Process Meeting</i> |
| Purpose | <i>DL's to provide feedback to project team on the Station Review process so that processes can be changed for all subsequent groups.</i> |
| Location | <i>VCU Building where work being performed</i> |
| Frequency | <i>during Week 10 for groups 1-5 only.</i> |
| Chairperson | <i>VCU PM or Designee</i> |
| Minutes by | <i>VCU PM or Designee</i> |
| Attendees | <i>Lynne Williams, Departmental Liasons</i> |
| Agenda | <i>Status of the migration, issues encountered during station review</i> |

| | |
|--------------|---|
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |
|--------------|---|

| | |
|--------------------------|--|
| MEETING | <i>End User Training</i> |
| Purpose | <i>Train VCU end users on how to use the phone and voice mail.</i> |
| Location | <i>VCU Training Rooms TBD</i> |
| Frequency | <i>1-hour training sessions for up to 15 participants throughout the week of phone migration (Week 14)</i> |
| Chairperson | <i>Trainer</i> |
| Minutes by | <i>Trainer</i> |
| Attendees | <i>VCU End Users</i> |
| Agenda | <i>Train on how to use the phone and voice mail.</i> |
| Distribution list | <i>If issues are raised, they will be added to issues list.</i> |
| Media | <i>Updated documents are posted on ACES QuickPlace.</i> |

5 Project Deliverables

The documents referenced below are required deliverables in the Statement of Work.

| | |
|-----------------------|--|
| REPORT | <i>Initial Project Plan</i> |
| Purpose | <i>Provide a project management structure for the project.</i> |
| Frequency | <i>Produced in June 2006 for VCU review and approval, updated monthly as necessary</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>First Bill Jones for review and approval, then all team members</i> |
| Media | <i>The Project Plan is a set of project management documents that will be posted on ACES QuickPlace.</i> |
| Comments | <i>Copy to VITA PMD</i> |

| | |
|-----------------------|--|
| REPORT | <i>Project Status Report</i> |
| Purpose | <i>Provide status of the project - describe activities that took place, significant accomplishments, milestones, and issues.</i> |
| Frequency | <i>Updated monthly</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>All team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | <i>Used to update VITA Project dashboard</i> |

| | |
|-----------------------|---|
| REPORT | <i>High Level Client Environment and Business Strategy Presentation</i> |
| Purpose | <i>To checkpoint the current VCU environment and to reflect business strategy as defined by key VCU stakeholders.</i> |
| Frequency | <i>Produced in June 2006 for VCU review and approval, updated monthly as necessary</i> |
| Author | <i>Frank Bailey</i> |
| Distributed to | <i>First Bill Jones and Steven VanDerHyde for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>Assessment Summary and Requirements Definition Report</i> |
| Purpose | <i>Provides results of IBM's assessment of VCU's current environment.</i> |
| Frequency | <i>Produced in June 2006 for VCU review and approval, updated monthly as necessary</i> |
| Author | <i>Frank Bailey</i> |
| Distributed to | <i>First Bill Jones and Steven VanDerHyde for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>System Design Document</i> |
| Purpose | <i>Provides IBM's recommended logical and physical design models.</i> |
| Frequency | <i>Produced in June 2006 for VCU review and approval, updated monthly as necessary</i> |
| Author | <i>Frank Bailey</i> |
| Distributed to | <i>First Bill Jones and Steven VanDerHyde for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>Solution Design Acceptance Test Report</i> |
| Purpose | <i>Provides results of acceptance test of core infrastructure equipment.</i> |
| Frequency | <i>Produced in July/August 2006 for VCU review and approval.</i> |
| Author | <i>Frank Bailey</i> |
| Distributed to | <i>First Bill Jones and Steven VanDerHyde for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>High Level Implementation Plan</i> |
| Purpose | <i>Provides the repeatable tasks that will be utilized to migrate users.</i> |
| Frequency | <i>Produced in June/July 2006 for VCU review and approval, updated monthly as necessary</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>First Bill Jones for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>Site Specific Customer Acceptance Summary Report</i> |
| Purpose | <i>Provides results of acceptance test for each site.</i> |
| Frequency | <i>Produced at the completion of each site for VCU review and approval.</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>First Bill Jones for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>Communications Plan</i> |
| Purpose | <i>To inform stakeholders and end users as to project progress, expectations, and impact on their environment.</i> |
| Frequency | <i>Produced in June/July 2006 for VCU review and approval, updated monthly as necessary</i> |
| Author | <i>Bill Jones, Steven VanDerHyde</i> |
| Distributed to | <i>First Bill Jones for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>RedSky Implementation Report</i> |
| Purpose | <i>Provides results of RedSky e911 system functionality test.</i> |
| Frequency | <i>Produced in July 2006 for VCU review and approval.</i> |
| Author | <i>Pat Schubert</i> |
| Distributed to | <i>First Bill Jones and Steven VanDerHyde for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>LAN Consulting and Remediation Status Report</i> |
| Purpose | <i>Describes the activities which took place during the period including significant accomplishments, milestones, and issues.</i> |
| Frequency | <i>As necessary.</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>First Bill Jones for review and approval, then all team members</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

6 Other Project Team Communications

| | |
|-----------------------|--|
| REPORT | <i>Site List</i> |
| Purpose | <i>Provides a list of VCU sites with key attributes that are used to determine when (or if) the site will be migrated.</i> |
| Frequency | <i>As required, at least monthly.</i> |
| Author | <i>Bill Jones</i> |
| Distributed to | <i>All team members.</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>Set Migration Schedule</i> |
| Purpose | <i>Provides the 14-Week Set Migration schedule for tasks that will be performed for each Group of Sites.</i> |
| Frequency | <i>As required, at least monthly, likely weekly during the migration</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>All team members.</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>Cut Sheet</i> |
| Purpose | <i>Provides a template that must be completed for each phone, phone line, and MM mailbox that is required for a site.</i> |
| Frequency | <i>The Cut Sheet for a site will be updated every work day.</i> |
| Author | <i>Various including VCU, IBM, Avaya, ComNet, and HCI team members.</i> |
| Distributed to | <i>All team members.</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>Issues List</i> |
| Purpose | <i>Provides a listing of issues, resolution status, owners, and due dates.</i> |
| Frequency | <i>Updated as necessary, at least weekly as a result of Status Meetings.</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>All team members.</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>Project Change Requests (PCR)</i> |
| Purpose | <i>Provides details for a project change request.</i> |
| Frequency | <i>As necessary.</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>All team members.</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>Change Log</i> |
| Purpose | <i>A log of all Project Change Requests.</i> |
| Frequency | <i>As necessary.</i> |
| Author | <i>Steven VanDerHyde</i> |
| Distributed to | <i>All team members.</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>Site Preparation Requirements Document</i> |
| Purpose | <i>Describes the activities that must be performed to prepare a site for deployment.</i> |
| Frequency | <i>Weekly, one per site.</i> |
| Author | <i>Zeke Winfree</i> |
| Distributed to | <i>First Bill Jones for review and approval, then all team members.</i> |
| Media | <i>Posted on ACES QuickPlace.</i> |
| Comments | |

7 VCU End User Communications

| | |
|-----------------------|---|
| REPORT | <i>Stakeholder Communications Presentation</i> |
| Purpose | <i>Provides status and benefits of the project to key VCU stakeholders.</i> |
| Frequency | <i>Monthly</i> |
| Author | <i>Bill Jones</i> |
| Distributed to | <i>Key VCU stakeholders</i> |
| Media | <i>PowerPoint format, presented face-to-face</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>ePhones News</i> |
| Purpose | <i>Provides status and benefits of the project to End Users.</i> |
| Frequency | <i>Monthly</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Available to all end users via Website</i> |
| Media | <i>Website posting;</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>DHC1 – Departmental Liason Appt. Letter</i> |
| Purpose | <i>Dept. Heads and Deans #1 – A letter requesting they appoint departmental Liasons</i> |
| Frequency | <i>Week 0 .</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>All Dean's, Dept. Heads and Directors</i> |
| Media | <i>Letter</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>EUC1 – Postcard</i> |
| Purpose | <i>End User Communication #1 – A Postcard that welcomes end users to the rollout and explains what they can expect.</i> |
| Frequency | <i>Send June 2006.</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>All VCU</i> |
| Media | <i>Postcard</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>EUC2 - Tone and Tag Postcard</i> |
| Purpose | <i>End User Communication #2 – A letter that explains the tone and tag process and what the End User can expect.</i> |
| Frequency | <i>Week 6</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>End Users in current Tone & Tag group</i> |
| Media | <i>Dropped off by technician during Tone & Tag</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>EUC3 – Training and Migration Letter</i> |
| Purpose | <i>End User Communication #3 – A letter that explains the migration process and prompts the End User to attend training.</i> |
| Frequency | <i>Email during week 13.</i> |
| Author | <i>VCU Training and VCU Marketing</i> |
| Distributed to | <i>End Users in current group</i> |
| Media | <i>E-Mail</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>EUC4 – Help Desk and Client Satisfaction Survey</i> |
| Purpose | <i>End User Communication #4 – A drop sheet provided when migration is complete that explains the help desk process and provides a client satisfaction survey.</i> |
| Frequency | <i>Drop on End User desk during week 14.</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>End Users being migrated to new system</i> |
| Media | <i>Postcard dropped off with new phone/on-line survey</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>BMC1 – Introduction Letter</i> |
| Purpose | <i>Building Manager Communication #1 – A letter that welcomes building managers to the rollout and explains what they can expect. No dates.</i> |
| Frequency | <i>Week 0</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Building Managers, Campus Coordinators</i> |
| Media | <i>E-Mail</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>BMC2 – Site Survey Letter</i> |
| Purpose | <i>Building Manager Communication #2 – A letter that explains the site survey process, provides date for the Tone & Tag kick-off meeting, and explains what the building managers can expect.</i> |
| Frequency | <i>Week 5.</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Building Managers in current group</i> |
| Media | <i>E-Mail</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>BMC3 – Installation Letter</i> |
| Purpose | <i>Building Manager Communication #3 – A letter that explains the installation process and explains what the building managers can expect.</i> |
| Frequency | <i>Week 12.</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Building Managers in current group</i> |
| Media | <i>E-Mail</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>DLC1 – Intro. And Station Review Kick-off Letter</i> |
| Purpose | <i>Department Liaison Communication #1 – A letter that welcomes department liaisons to the rollout, explains what they can expect and provides the date, time and location of the Station Review Kick-off Meeting..</i> |
| Frequency | <i>End of Week 2.</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Departmental Liaisons in upcoming groups</i> |
| Media | <i>E-Mail and copy via Interoffice Memo; copy included in DL kick-off package</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>DLC2 – Station Review Kick-off Reminder Letter</i> |
| Purpose | <i>Department Liaison Communication #2 – A letter that reminds the Department Liaison of the upcoming kick-off meeting.</i> |
| Frequency | <i>Week 5</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Departmental Liaisons in current group</i> |
| Media | <i>E-Mail</i> |
| Comments | |

| | |
|-----------------------|---|
| REPORT | <i>DLC3 – Department Liaison Station Review Packet</i> |
| Purpose | <i>Department Liaison Communication #3 – A packet of information containing training materials the DL's will need to complete the Station Review Process</i> |
| Frequency | <i>Week 6</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Departmental Liaisons in current group</i> |
| Media | <i>Folder</i> |
| Comments | <i>Contents: Copy of Power Point Presentation, Copy of Station Review Kick-off Letter, Telephone Station Templates, Pricing Information, Call Coverage Examples, Sample Cut Sheets, Give-aways.</i> |

| | |
|-----------------------|--|
| REPORT | <i>DLC4 – Cut Sheet</i> |
| Purpose | <i>Department Liaison Communication #4 – Provide Actual Cut Sheet Data for The Current Group</i> |
| Frequency | <i>Week 7.</i> |
| Author | <i>VCU Analyst</i> |
| Distributed to | <i>Departmental Liaisons</i> |
| Media | <i>Email</i> |
| Comments | |

| | |
|-----------------------|--|
| REPORT | <i>DLC 5– Deleted</i> |
| Purpose | <i>Department Liaison Communication #5 – Deleted</i> |
| Frequency | <i>NA</i> |
| Author | <i>NA</i> |
| Distributed to | <i>NA</i> |
| Media | <i>NAI</i> |
| Comments | <i>Deleted as unnecessary under the revised schedule</i> |

| | |
|-----------------------|---|
| REPORT | <i>DLC6– Migration Letter</i> |
| Purpose | <i>Department Liaison Communication #5 – A letter that explains the migration process and explains what the department liaisons can expect.</i> |
| Frequency | <i>Week 13.</i> |
| Author | <i>VCU Marketing</i> |
| Distributed to | <i>Departmental Liaisons in current group</i> |
| Media | <i>Include in DL Kick-off package; E-mail</i> |
| Comments | |