

CRM One-Page Communications Strategy

Project Axis One-Page Communication Strategy								
Description	Timeline	Status	Frequency	Next Message Date	Audience	Purpose	Key Messaging Themes	Measurement
MEETINGS AND CONFERENCE CALLS								
Executive-level meetings	Ongoing	Completed	Varies	Varies	Executive leadership	Awareness/Action	Project updates	Business readiness - 100% Executive support - 100%
Business Leadership Conf. Calls	Ongoing	Completed	Weekly	Ongoing	Business leadership	Awareness/Action	Project updates	Business readiness - 100% Bus. leader advocacy - 100%
WEBINARS								
Project Axis Quarterly Update	3-Mar	Completed	Quarterly	1-Jun	Enterprise	Awareness	Project updates	835 lines open
SFDC Webinar	March 15, 17, 23	Completed	Ad hoc	N/A	All impacted employees	Awareness	Preview, benefits, terminology, demo	100% Positive feedback among survey respondents
Banner Admissions Webinar	18-Mar	Completed	Ad hoc	N/A	All impacted employees	Awareness	Preview, benefits, terminology, demo,.checklist	100% Positive feedback among survey respondents
PTE Webinars	April 16 - May 12	Completed	Ad hoc	21-Apr	Managers	Ability	Guided practice	100% Positive feedback among survey respondents
Project Axis Quarterly Update	1-Jun	Completed	Quarterly	TBD	Enterprise	Awareness	Project updates	Attendance #s
ELECTRONIC								
Managers' Toolkit	April 5 - June 9	Completed	Biweekly	28-Apr	Managers	Awareness/Action	* Support and Contact Information * Terminology Sheet - Completed	Manager communications feedback - 100% satisfaction rating on post-implementation survey)
Special Alerts	13-Apr	Completed	Ad hoc	TBD	Managers	Awareness/Action	Manager Profiles	Completion of profiles
Staff Toolkits	April 13 - May 12	Completed	Biweekly	28-Apr	Managers	Awareness/Action	Same as above	Employee communications - 100% satisfaction rating on post-implementation survey
POST-IMPLEMENTATION SURVEYS								
Post-implementation Survey (Manager's version)	19-May	Completed	Once	N/A	Managers	Feedback	* Communications satisfaction Manager's Communication satisfaction * Manager's Toolkit satisfaction Post-training environment tool satisfaction implementation support	* * *Post- 100% Satisfaction rating on post-implementation survey
Post-implementation Survey (Staff version)	31-May	Completed	Once	N/A	All impacted employees	Feedback	* Employee Communications satisfaction *Post-training environment tool satisfaction implementation support	*Post- 100% Satisfaction rating on post-implementation survey

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INTRANET								
Intranet Update #1	15-Apr	Completed	N/A	29-Apr	Enterprise	Awareness	CRM stories, CRM Toolkit	# of hits
Intranet Update #2	29-Apr	Completed	N/A	13-May	Enterprise	Awareness	CRM News Briefs, UAT Feedback, PTE Webinars	# of hits
Intranet Update #3	13-May		N/A	27-May	Enterprise	Awareness	TBD	# of hits
Intranet Update #4	27-May		N/A	TBD	Enterprise	Awareness	TBD	# of hits
PRINT/DIGITAL								
InFocus Newsletter	N/A	Completed	Bimonthly	1-Jun	General	Awareness	CRM training	N/A
DEM This Week Newsletter	22-Apr	Completed	Weekly	6-May	DEM employees	Awareness	PTE	N/A
CCN Newspage	22-Apr	Completed	On Demand	6-May	CCN employees	Awareness	PTE	N/A
KINECT Newsletter	3-Jun		Monthly		KINECT employees	Awareness	PTE	N/A
Poster/flyer		Completed	Ad hoc	N/A	DAs, ADAs, Leaders, Support Staff	Awareness	CRM Benefits	N/A
TRAINING								
Computer-based training	23-Mar	Completed	Daily	N/A	Managers, Support Staff	Ability	Preparation for instructor-led training	N/A
Instructor-led training	23-Mar	Completed	Daily	N/A	Managers, Support Staff	Ability	Training materials	100% Positive feedback among survey respondents
Training Surveys	23-Mar	Completed	Weekly	N/A	Managers, Support Staff	Feedback	Varies	100% Positive feedback among survey respondents
POST-LAUNCH SUPPORT								
War Room	One month post-launch	Completed	Ongoing	N/A	Managers, Support Staff	Ability	Support	100% Positive feedback among survey respondents
Help Desk	One month post-launch	Completed	Ongoing	N/A	Managers, Support Staff	Ability	Support	100% Positive feedback among survey respondents