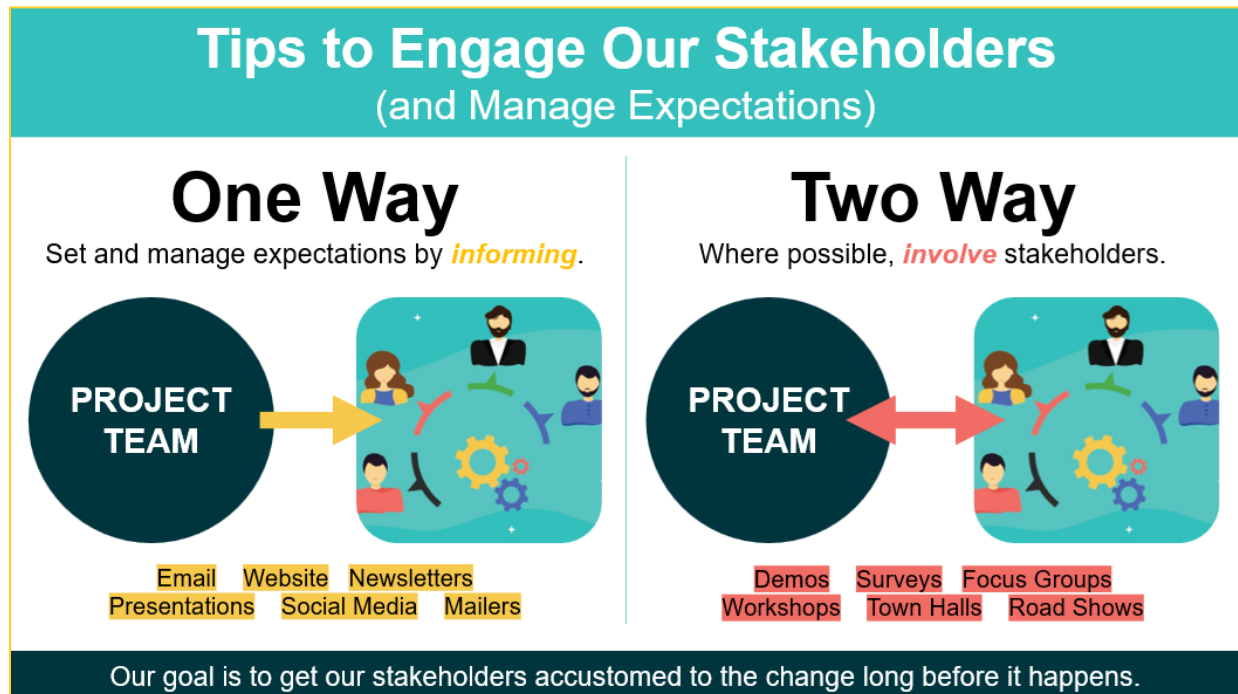


COMMUNICATIONS PLAN

Your Goal: Have ongoing communications with your stakeholders.

Help stakeholders get comfortable with the change long before it happens. Communication with your stakeholders should be ongoing and, when possible, two-way. Early engagement increases trust, reduces resistance, and leads to better outcomes.



Why

When people are informed and involved, they're more likely to support the change. Stakeholders don't like surprises. Ongoing communication ensures they know:

- What's changing
- Why it matters
- How it affects them
- What they need to do

When

Communicate throughout the entire project, not just at the beginning or the end. Key moments might include:

- Project kickoff (if appropriate)
- Milestones
- Testing phases
- Before, during, and after Go Live / Implementation

Create a Communications Plan

Create a plan that includes what you're communicating, how, when, and to whom. You can plan and track your outreach using a simple table like this:

Date	Message	Audience	Delivery Method	Owner/Sender

TIPS:

- Keep your list/table updated and visible to the team (and add them as tasks in your project plan)
- Match your communication style to the audience and stage of the project
- Use two-way communication when feedback or buy-in is critical. Examples include demos, focus groups, town hall meetings, and guided tours.
- Target your messages so they're timely and useful

SDCOE SECURE ACCESS PROJECT

MFA Communications Plan (Phase 3)

The table below lists the emails we will send to staff for MFA Phase 3.
Note there are two meetings (“Guided Tours”) so staff can ask questions.

Date	Message	Audience	Delivery Method	Work with Comm Dept?	Owner (Sender)
10/05/21	Initial MFA message	667 SDCOE Staff with copy to 260 SDCOE Managers	Email	Yes	Terry
10/07/21	Validating addresses and computer type, how will MFA work	667 SDCOE Staff	Email	Yes	Peyri/Flora
10/12/21	Support MFA and validate addresses and computer type	Staff in their division	Email	Yes	Assistant Superintendents
10/18/21 at 7:30	Reminder to validate addresses and computer type	Remaining SDCOE Staff who have not validated	Email		Peyri/Flora
10/19/21	What to do prior to Nov 2 and on/after Nov 2	667 SDCOE Staff	Email	Yes	Ali/Flora
10/20/21	MFA Guided Tour #1	667 SDCOE Staff	Meeting	N/A	Ali/Peyri/Flora
10/21/21	MFA Guided Tour #2	667 SDCOE Staff	Meeting	N/A	Ali/Peyri/Flora
10/27/21	Packets have been sent home and what to do	667 SDCOE Staff	Email	Yes	Ali
11/01/21	What to expect on Go Live; what to do if you have not received your packet or the correct YubiKey	667 SDCOE Staff	Email	Yes	Ali
11/01/21 DAY BEFORE GO LIVE	Your SDCOE Staff are going live with MFA	260 SDCOE Managers	Email	Yes	Ali
11/02/21 GO LIVE	Go Live message and what to do	667 SDCOE Staff	Email	Yes	Ali
11/16/21	SDCOE Security Access Survey	667 SDCOE Staff	Email	Yes	Ali

Comments:

- We will keep Managers informed so they can help their staff with the transition.
- We might need assistance to remind Assistant Superintendents to send their messages.
- The two MFA Guided Tours will be Teams Meetings and will repeat what was shared at the COMET Manager Meeting. Stacy will help promote these events.
- We will track all questions and answers in a separate document and make them available on Common Ground.