University at Buffalo
The State University of New York

IT Strategic Transformation - Phase II
Communication Plan

Target Date(s)	Communication Activity	Key Message(s)	Communication Vehicle: Formal Presentation	Face-to-Face Meeting	WebEx and/or conference call	Town Hall Meetings	eNewsletter/Updates	Faculty Senate	Professional Staff Senate	Focus Groups	Spectrum	UB News Direct	UB Reporter	Formal Letter	Listserve / Email	Survey	FAQ Talking Points	UB 2020 IT Trans Web Site	My UB	Frequency	Stakeholders: UB President, Provost, EVP USS	ETAG	CIO	UBIT Leaders	Decanal Leadership	UBIT Project/service Leaders	Leadership/Support Services	Faculty	Staff	Students	Faculty Senate Committees	Student Government	Supervisors/Project Team& Leaderships	University Libraries	External Affairs/University Development	Alumni	Hospitals	Third Party Vendors	Message Creator	Message Delivery	Expected Result	Status
Pre-Reorganization (Planning and Understanding the "What")																																										
November '08	Initial announcements	Provost & CIO informational letters announcing UB2020 IT Strategic Transformation - Phase II											X	X			X		Once	X	X	X	X	X	X	X	X	X	X		X		X	X	X			Provost, CIO	Provost, CIO	Informational	Complete
Year-long 2009	Needs & budget assessment data collection, interviews with deans, CFO's & IT leaders	Identify key needs and expenditures in decanal/distributed areas		X															As scheduled			X	X	X													SLT/SMI team documents as needed	IT project leaders, & CIO	Informational, baseline data	Underway-target completion Jan 2010
June '09	Reorg plan outlined/ reviewed	Organization plan reviewed with ETAG, IT managers	X	X															As scheduled		X	X	X	X													CIO with stakeholder input	CIO	Informational	Complete
Aug. 25 '09	UBIT Town Hall	Presentation of Phase II plan to UBIT staff with opportunity for Q&A	X			X							X		X		X	X		**Recurring** based on CIO milestone	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			CIO Comm Team	CIO Comm & UComm team	Informational, feedback	Recurring
September	Town Hall docs and notes up on web	Presentation materials available to UB Community, gather feedback													X		X	X		**Recurring** based on CIO milestone			X	X				X	X	X			X			X			CIO & UBIT Comm Team	Communication Coordinators per identified methods	Ongoing messaging, informational	Complete
October	Update senior executive leadership of proposed changes and newly formed IT leadership team plan	Description of IT governance: (leadership, roles and process)	X	X															Once	X	X	X		X													CIO	CIO	Continued re-org plan execution/ modification	Underway
November	Inform campus of organizational changes and formation of new leadership teams	Announcement of leadership changes, CIO charge summary to the teams and description of "next steps"	X			X	X	X	X			X	X		X		X	X		Multiple messaging reinforcement			X					X	X	X	X	X	X	X			X		UBIT Comm Team	CIO, UBIT Comm and U Comm	Informational	Underway
November	Launch Monthly Phase II Newsletter; work w/ U Comm to update UB2020 ITST Website to reflect Phase II upgrades.	Topical and timely issues. Re-post on UB2020 ITST website. Use feedback forms for FAQ updates.					X								X			X		**Recurring** (monthly)								X	X	X							CIO & UBIT Comm Team	UBIT Comm, inc. new teams & U Communications	Informational	Planning & resourcing underway
Reorganization (Plan Execution and Understanding the "How")																																									
December	New leadership teams form and begin to meet, communicate and define next steps, key performance indicators (KPI's) and benchmarks	Refine and complete work on MOU's, service catalogs, begin outlining new workflow processes.		X		X	X			X					X		X	X		**Recurring** based on CIO and IT LeadershipTeams Milestones			X	X		X	X	X	X	X	X		X	X	X	X	X	X	UBIT Comm Team	UBIT Comm & U Comm	Awareness and new business practices	
January (2010)	Communicate new leadership team process principles and goals	New teams report on strategic direction and "next steps"	X	X	X	X	X			X					X		X	X		**Recurring** based on content/needs			X	X		X	X	X	X	X	X		X	X	X				UBIT Comm Team	UBIT Comm & U Comm	Ongoing Informational	
January - June (2010)	Project and process status updates, announcements, accomplishments, additional talking points as identified	Reorganized teams are broadly adopting new work flows and functioning in new environments.	X			X	X					X	X		X			X		Ongoing and **Recurring**	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X		IT Teams (communication) and UBIT Comm	UBIT Comm & U Comm	Ongoing Informational	
Post-Reorganization (Post Implementation Assessment - Evaluating "How Well")																																									
May (2010) - TBD	Inform campus stakeholders of changes on a recurring basis, review key performance indicators (KPI's)	Collect data & dissemenate feedback			X	X	X	X	X	X	X			X		X	X		X	X	TBD	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		IT Teams (communication) and UBIT Comm	UBIT Comm & U Comm	Collect & disseminate KPI Feedback	