

myGATE Communications Plan 8/29/07

Purpose

The purpose of this communications plan is to:

- Introduce the project to on and off-campus constituencies
- Identify audiences with whom the Core Team must communicate
- Define the appropriate methods of communication
- Outline the information that needs to be communicated

Note - Each individual campus unit will be responsible to contact any 3rd party vendors or organizations that they contract or communicate with to explain any changes in business policy, process, or organizational structure.

Messages to On-Campus Constituencies

- The ERP implementation will expand upon the current services used by the University and provide a number of new services and possibilities.
- The implementation is a timely process and the University community is encouraged to provide feedback and ask questions as opportunities will be available to do so.
- The students, staff, and faculty are our most important resource for determining the success of this implementation.

Messages to Off-campus Constituencies

- The ERP implementation, with each stage, will build upon the education mission of the University and allow for increased services to benefit the community.
- The ERP implementation is a vital step in ensuring that MSU stays at the forefront of excellence for higher education in KY.

Methods of Communication

The following vehicles will be used to communicate with categories of users:

Presentations

Members of the project team or a campus representative will present materials to groups when information is ready for dissemination, or when a user group requests a presentation. Such meetings and/or groups might include: chief financial officer meetings, university finance departmental meetings, faculty senate meetings, staff congress, SGA, university ERP meetings, or functional user group meetings.

Website

The myGATE website is the repository for project timeline and status information, frequently asked questions, and the training plan. Reference guides and tutorials can be added as well. The website will be updated with important communications and training materials as they become available.

Email

Targeted and blast e-mail communication will be utilized based on the type of information to be disseminated. There is also a new communications piece in the works and it will be distributed over e-mail to a subscriber only list. This newsletter could hold timely myGATE info.

The MSU News/Roundabout Murray

There have been discussions with the News about running a standing update on myGATE when content becomes available.

Focus Groups

Focus groups will be conducted at key stages with individuals who will use the modules. These groups--consisting of small numbers of individuals with similar roles, such as administrative personnel or faculty--will provide the Core group with feedback about changes in procedures that will result from the implementation.

Information Sessions

There is a possibility that small informal sessions would be appropriate so campus communities can learn about the project's status, hear about needed business changes, and ask questions. The core will need to gauge the need for this tool as the project progresses.