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# Stephen F. Austin State University Axcess Project Communication Plan

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## 1 Purpose

The purpose of this document is to describe a communication plan that enables the AxcCESS Project Management Team to prepare and deliver information about the AxcCESS Project and the Banner system to the project teams, all other faculty and staff, and any and all other interested parties of Stephen F. Austin State University (SFASU).

## 2 Objectives

The objectives of this communication plan are to:

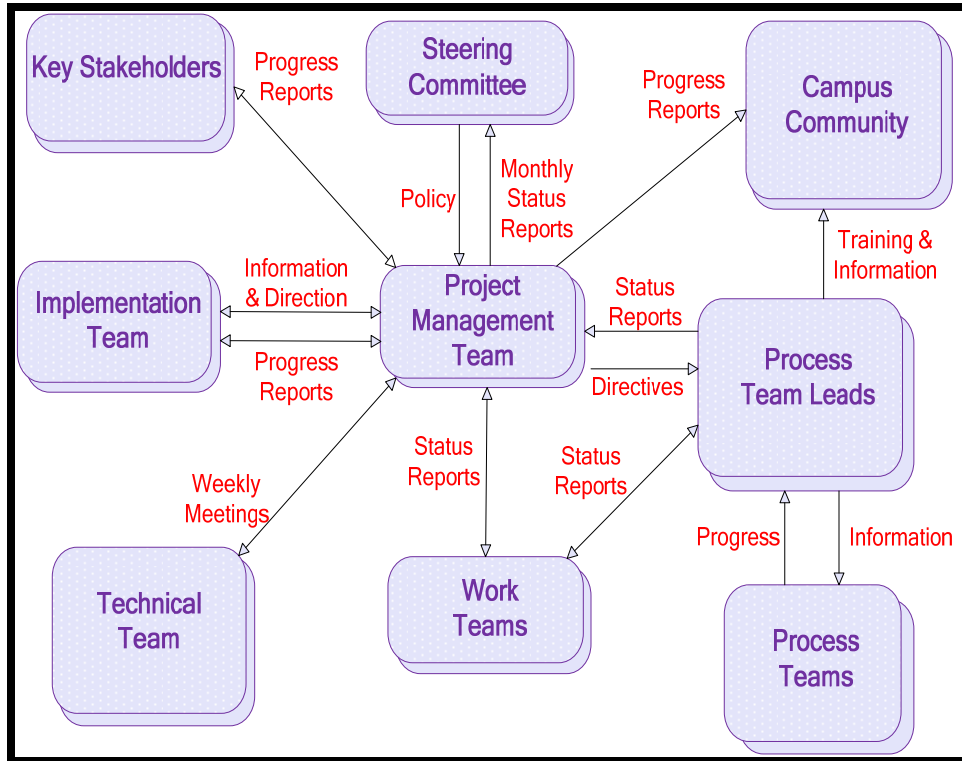
- Acknowledge the need for and the importance of continued communication within the university between the project teams and any other interested parties regarding the AxcCESS Project.
- Identify areas within the university that are most critical to keep informed of the AxcCESS Project on a regular basis and areas that need information sent only periodically.
- Solicit opportunities for presentations and other activities that will aid in delivering information to stakeholders.
- Deliver needed information to targeted areas in a manner relevant to the audience' needs.
- Ensure the information presented is applicable and understood by the targeted audience.
- Confirm receipt and understanding of information by the targeted audience.
- Provide ongoing and timely communication throughout the duration of the AxcCESS Project to the project teams, all other faculty and staff, and any and all other interested parties.

## 3 Scope

This Communication Plan supports the scope and objectives of the AxcCESS Project as outlined in the Project Definition Document (PDD). Specifically it covers how various project communications will be initiated and maintained, including communications within and between the project teams, other stakeholders and any and all other interested parties, as shown in the following diagrams.



Event	Audience	Channel	Frequency
Project kickoff	Key Stakeholders Project Teams	Event	Once
Project awareness	SFASU Community	E-mail Newsletter Website	As necessary
Steering committee meetings	Executive Steering Committee	Reports and/or Meetings	Monthly, but as needed throughout the course of the project
Project management meetings	Project Management Team	Meeting E-mail	As needed throughout the course of the project
Implementation team meetings	Implementation Team	Meeting E-mail	Bi-monthly, but as needed throughout the course of the project
Process team meetings	Process Teams	Meeting	Weekly or bi- weekly during training and implementation
Technical team meetings	Technical Team	Meeting	Weekly during training and implementation
Project announcements	SFASU Community	E-mail Website Campus news	As needed
Campus group meetings	Information Resource and Technology Advisory Committee (IRTAC) Academic Affairs Faculty Senate Chairs Forum Directors Forum	Meeting	Monthly
Campus events	Key Stakeholders End-Users Campus Groups	Presentation	Prior to each go-live and/or other significant milestones
Internal project communication	Project Teams	E-mail	As needed



## 4 Staffing

The Communications and Training Specialist will have the primary responsibility for the execution of the Communication Plan and is assisted by the other members of the Access Implementation Team.

## 5 Assumptions

This Communication Plan is built on the following assumptions:

- There is support and endorsement of the Access Project from SFASU administrators.
- The functional areas and their respective team leads will assume responsibility for ensuring the Project Management Office (PMO) is aware of critical decisions being made within their areas and of any needs in communicating to stakeholders these decisions.
- There is a critical need for all stakeholders to be continually informed of the status of the Access Project, specifically of decisions that will affect them directly.

## 6 Approach

The Communications and Training Specialist assisted by the Project Director will assume the responsibility of continued communication through different venues to include:

- Quarterly Newsletters
- Website
- E-mail
- Presentations
- Open Forums
- Focus Group Meetings
- University Newspaper Articles
- 'mySFA' Targeted Announcements

### 6.1 Quarterly Newsletters

The newsletters will focus on specific items of importance at the time of issuance, to include news regarding each team, additional third party software purchases, and any other information regarding the Banner implementation. These will be distributed campus-wide electronically according to the following schedule:

- Spring Edition Due March 1
- Summer Edition Due July 1
- Fall Edition Due November 1

### 6.2 Website

An Access Project website will be created and maintained in a timely manner throughout the duration of the project. The website will contain information on Banner training, documents, timeline, project organization, project history, mission statement, and any other relevant information regarding the Access Project.

### 6.3 E-mail

SFASU has adopted e-mail as the official means of communication for the university. The PMO will adhere to and enforce this policy by using e-mail to communicate with the project team members as well as to the general university population.

### 6.4 Presentations

The PMO will initiate contact with various organizations and departments across campus and present them with the opportunity to schedule a presentation regarding the Access Project. The content of the presentation



will be based upon the most beneficial information for the audience or upon specific requests from the targeted audience.

## 6.5 Open Forums

Open forums will be used to present information to the university faculty and staff of possible variances in procedures with the use of the Banner software and to give the audience the opportunity to add input in such areas.

## 6.6 Focus Groups

Focus groups will be used as another means of creating the opportunity for individuals in the campus community to meet and discuss the Axxcess Project. These groups will focus on a specific module of the Banner software and will be targeted towards individuals that work directly in those areas.

## 6.7 University Newspaper Articles

Articles will be submitted periodically to *The Pine Log*, the university's on-campus newspaper. The articles will contain information related to the Axxcess Project and its current status as well as information that may be of importance to the student population.

## 6.8 'mySFA' Targeted Announcements

Targeted announcements will be used when information regarding the Axxcess Projects needs to be distributed primarily to the student population.



# 7 Approval to Proceed

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Date :

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Title: Human Resources Director/  
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Name: Rachele' Nixon  
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Title: Assistant Director of Systems/  
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Name: Bobby Williams  
Title: Assistant Bursar/  
Accounts Receivable Team Lead  
Date:

Name:  
Title:  
Date :

## 8 Document History

### Revision Record

Number	Date and Sections	Author	Notes

## 9 Acronyms

Acronym	Description
PDD	Project Definition Document
PMO	Project Management Office
SFASU	Stephen F. Austin State University

## 10 Definitions

Term	Definition
mySFA	SFASU's online secure portal for faculty, staff and students