

Responsible offices may find the following communications plan helpful in developing an effective communication strategy for new and revised university policies.

Policy Title:	Policy Owner:	
Responsible Office:	Email:	Date:

1. Which audiences are most directly impacted by the new or revised policy, and how?
2. What is the effective date of the new or revised policy?
3. Choose the most appropriate audiences to which the communication should be directed, as well as the method(s) that best fit the intended audience and message. You may want to consider how significant the policy change is when making your selections. **On Campus and OSU HealthBeat announcements MUST be part of your communications plan.** Consider whether an *On Campus* announcement for undergraduate students or graduate and professional students is also appropriate.

Note: This is not meant to be a comprehensive university list, but a starting point for ensuring that the new information gets to the relevant people.

Audience	Impacted (Y/N)	Communication Method (select all that may be used)						Message Focus
		Meetings/ Committees	Email	Publications/ Newsletters	Websites/ Social Media	Date Due	Individual assigned to	
Executive Leaders		<i>Name of Committee/Meeting</i>	<input checked="" type="checkbox"/>					<i>Key points to highlight</i>
Deans			<input type="checkbox"/>					
Chairs/Directors			<input type="checkbox"/>					
Finance Personnel			<input type="checkbox"/>					
HR Personnel			<input type="checkbox"/>					
Faculty			<input type="checkbox"/>	On Campus/ OSU HealthBeat				
Staff			<input type="checkbox"/>	On Campus/ OSU HealthBeat				
Students			<input type="checkbox"/>					
Special SME groups			<input type="checkbox"/>					
External Stakeholders			<input type="checkbox"/>					
			<input type="checkbox"/>					
			<input type="checkbox"/>					