

**Technology and Educational Support Services**

**Communication Plan**

**2012-2015**

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# Introduction

The purpose of this plan is threefold:

1. Foremost, the plan is a reference to guide the communications efforts of Distributed Education and Technology Services (DETS). The plan defines the events that trigger communications, the topics that must be communicated, the audiences to whom communications are directed and the responsibilities of DETS staff in managing communications to the client community.
2. Clients of DETS can refer to this plan to understand when and how DETS is responsible for communicating with them. In this way client expectations of DETS are matched to the requirements established through the planning process institution.

This Communications Plan captures the requirements at the time it was created. As policies and practices of the institution change, so must the communication plan. Distributed Education and Technology Services encourages feedback on this communication plan from faculty, students and staff, so that DETS can continuously improve its services and better manage customer expectations.

This Communication Plan is divided into different trigger events which are planned or unplanned occurrences that require some action or reaction by DETS. Each trigger event is subdivided into specific information topics that may be appropriate to that event. For each information topic the plan identifies the audiences that must be communicated with, the method of communication that will be used to reach that audience and the timing requirements within which communications must be initiated. Finally, the plan identifies the parties responsible for each step in the communication process.

| Trigger Event: Back to School Activities | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Trigger Event Detail | Audiences | Communication Method | Timing | | Responsible Party | Implementation Steps |
| E-mail Account Creation | Students | Website | Continuous | | Director, District Computing Services | Staff Needs:   * District Computing Services |
| Gain Approval:   * DETS Managers[[1]](#footnote-1) |
| Class Schedule | Continuous | | Instruction Office | Staff Needs:   * Instruction * Printing Service/Graphics |
| Gain Approval:   * VP of Instruction * VP of Student Services |
| Catalog | Continuous | | Instruction Office | Staff Needs:   * Instruction * Printing Service/Graphics |
| Gain Approval:   * VP of Instruction * VP of Student Services |
| First Time Registration | Registration Process | | Admissions and Records | Staff Needs:   * Student Services * District Computing Services |
| Gain Approval:   * VP of Instruction * VP of Student Services |
| Helpdesk | All Users | Directory/Resource Catalog | Continuous | | Director, District Computing Services | Staff Needs:   * Printing Service/Graphics * District Computing Services |
| Gain Approval:   * DETS Managers1 |
| Website | Continuous | | Director, District Computing Services | Staff Needs:   * District Computing Services |
| Gain Approval:   * DETS Managers |
| Trigger Event: End of Term/Year Activities | | | | | | |
| Trigger Event Detail | Audiences | Communication Method | | Timing | Responsible Party | Implementation Steps |
| E-mail Account Deletion | Students | E-mail | | 2 weeks prior to end of term | Director, District Computing Services | Staff Needs:   * District Computing Services |
| Gain Approval:   * DETS Managers[[2]](#footnote-2) |
| Website | | Continuous | Director, District Computing Services | Staff Needs:   * District Computing Services |
| Gain Approval:   * DETS Managers1 |
| Class Schedule | | Continuous | Instruction Office | Staff Needs:   * Instruction * Printing Service/Graphics |
| Gain Approval:   * VP of Instruction * VP of Student Services |
| Catalog | | Continuous | Instruction Office | Staff Needs:   * Instruction * Printing Service/Graphics |
| Gain Approval:   * VP of Instruction * VP of Student Services |
| Registration Form | | Registration or Registration | Admissions and Records | Staff Needs:   * Student Services * District Computing Services |
| Gain Approval:   * VP of Instruction * VP of Student Services |

| Trigger Event: Planned System Outage | | | | | |
| --- | --- | --- | --- | --- | --- |
| Trigger Event Detail | Audiences | Communication Method | Timing | Responsible Party | Implementation Steps |
| * E-mail * CMS * Website * Network * Colleague * File & print services * Telephone Systems * Internet | All Users  CENIC  Verizon[[3]](#footnote-3) | E-mail | 4 weeks, 1 week, and 24 hours prior to event | Director, District Computing Services | Staff Needs:   * District Computing Services |
| Gain Approval:   * DETS Managers[[4]](#footnote-4) |
| Website | Continuous from time outage is planned | Director, District Computing Services | Staff Needs:   * District Computing Services |
| Gain Approval:   * DETS Managers2 |
| Phone call | 4 weeks, 1 week, and 24 hours prior to event | Director, District Computing Services | Staff Needs:   * District Computing Services |
| Gain Approval:   * DETS Managers2 |

| Trigger Event: Scheduled Maintenance | | | | | |
| --- | --- | --- | --- | --- | --- |
| Trigger Event Detail | Audiences | Communication Method | Timing | Responsible Party | Implementation Steps |
| Scheduled Maintenance | All Users | Website | Continuous | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Class Schedule | Continuous | Technical Director | Staff Needs:   * Instruction * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Catalog | Continuous | Technical Director | Staff Needs:   * Instruction * District Computing Services |
| Gain Approval:   * + Director, District Computing Services |

| Trigger Event: Unplanned System Outage | | | | | |
| --- | --- | --- | --- | --- | --- |
| Trigger Event Detail | Audiences | Communication Method | Timing | Responsible Party | Implementation Steps |
| Colleague (Datatel) | User Base | E-mail | ½ hour or less – repair and report on cause | Database Administrator | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Helpdesk waiting on hold message | ½ hour after outage begins | Database Administrator | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Voice-mail broadcast[[5]](#footnote-5) | ½ hour after outage begins | Database Administrator | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| E-mail | All users | E-mail – Status action report | On restoration of service | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Helpdesk waiting on hold message | ½ hour after outage begins | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Voice-mail broadcast1 | ½ hour after outage begins | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| File & print services | Effected Faculty & staff | E-mail | Within ½ hour of failure – update as new information is available | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| CMS | Faculty, Students and Instruction Offices | E-mail | Within ½ hour of failure – update as new information is available | Technical Director | Staff Needs:   * District Computing Services * Distributed Education |
| Gain Approval:   * Director, District Computing Services |
| Website | Within ½ hour of failure – update as new information is available | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Website | Everyone | E-mail | Upon failure with follow-up when new information is available | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Telephone Service | Effected departments, faculty and staff | E-mail | Immediately with appropriate status updates | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Website | Immediately with appropriate status updates | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Campus Communication Centers | Any means available, radio, cell and analog phone | Immediately with appropriate status updates | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Network infrastructure | Everyone | Any means available, radio, cell and analog phone | Immediately with frequent status updates. | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |
| Internet | Everyone  Verizon  CENIC | Any means available, radio, cell and analog phone | Immediately with frequent status updates. | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * Director, District Computing Services |

| Trigger Event: New Initiatives | | | | | |
| --- | --- | --- | --- | --- | --- |
| Trigger Event Detail | Audiences | Communication Method | Timing | Responsible Party | Implementation Steps |
| Planning stage | Effected parties & appropriate committees | Oral reports & written plans | At inception of project planning through approval | DETS Managers and DETS Committee Co-Chairs | Staff Needs:   * TBD based on nature of initiative |
| Gain Approval:   * DETS Managers[[6]](#footnote-6) |
| Developmental / implementation stage | Effected parties & appropriate committees | Status update oral and written reports | Ongoing for project duration | DETS Managers and DETS Committee Co-Chairs | Staff Needs:   * TBD based on nature of initiative |
| Gain Approval:   * DETS Managers1 |
| Roll-out stage | Effected parties & appropriate committees | Oral report, Website, written reports, training | Per project plan | DETS Managers and DETS Committee Co-Chairs | Staff Needs:   * TBD based on nature of initiative |
| Gain Approval:   * + DETS Managers1 |

| Trigger Event: Ongoing Communications | | | | | |
| --- | --- | --- | --- | --- | --- |
| Trigger Event Detail | Audiences | Communication Method | Timing | Responsible Party | Implementation Steps |
| New Hires   * E-mail * Network Account * Phone Service * Helpdesk | Newly hired employees | Personal visit from technician | Upon notification of new hire | Technical Director | Staff Needs:   * District Computing Services * Human Resources |
| Gain Approval:   * + Director of Human Resources   + Director, District Computing Services |
| Employee Terminations/ Resignations/ Retirements | Manager of Departing Employee | Email | Upon notice from Human Resources or Department Manager | Technical Director | Staff Needs:   * District Computing Services * Human Resources |
| Gain Approval:   * + Director of Human Resources   + Director, District Computing Services |
| Service requests | Requestor | Helpdesk | Upon receipt | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * + Director, District Computing Services |
| Client satisfaction survey | At call close | Technical Director | Staff Needs:   * District Computing Services |
| Gain Approval:   * + Director, District Computing Services |
| Informational Meetings/Trainings | Requesting Departments/  Areas/  Committee/etc | Oral presentation | As requested | Director, District Computing Services | Staff Needs:   * TBD based on nature of request |
| Gain Approval:   * + Director, District Computing Services |

1. DETS Managers are: the Executive Director of DETS, the Director of District Computing Services, the Technical Director of District Computing Services, the Technology Director of Crafton Hills College, the Technology Director of San Bernardino Valley College, and the Printing and Publications Supervisor. [↑](#footnote-ref-1)
2. DETS Managers are: the Executive Director of DETS, the Director of District Computing Services, the Technical Director of District Computing Services, the Technology Director of Crafton Hills College, the Technology Director of San Bernardino Valley College, and the Printing and Publications Supervisor. [↑](#footnote-ref-2)
3. If a telephone system outage affects in-coming lines provided by Verizon the District will request that Verizon play a service outage message for all in-coming calls for the duration of the event. [↑](#footnote-ref-3)
4. DETS Managers are: the Executive Director of DETS, the Director of District Computing Services, the Technical Director of District Computing Services, the Technology Director of Crafton Hills College, the Technology Director of San Bernardino Valley College, and the Printing and Publications Supervisor. [↑](#footnote-ref-4)
5. This is a desired future service which will require developmental work to implement. [↑](#footnote-ref-5)
6. DETS Managers are: the Executive Director of DETS, the Director of District Computing Services, the Technical Director of District Computing Services, the Technology Director of Crafton Hills College, the Technology Director of San Bernardino Valley College, and the Printing and Publications Supervisor. [↑](#footnote-ref-6)