**Learning Challenge**

| Communication Plan Template | |
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| **1. Key stakeholders**<br>List the key stakeholders who need to be involved. How do their needs differ? Who can provide input? Should there be a "fast response team"? | |
| **2. Communication objectives**<br>Create a set of SMART (specific, measurable, agreed upon, realistic and time-based) goals. Should clearly set out outcomes and impacts. What internal data supports or informs the objectives? | |
| **3. Communication methods**<br>Your context, objectives and target audience will determine what communication methods will be most suitable. Ideally, you should aim to prioritize two to four key methods, with a combination of oral and written methods. | |
| **4. Communication tools**<br>What tools will be used to communicate with which target personas? How could channels be improved to support communication goals? | |
| **5. Communication strategies**<br>What methods will be used to increase student interaction? | |
| **6. Anticipate obstacles and emergencies**<br>Any number of things can happen in the course of a communication effort.<br>List some obstacles/challenges you might face. | |
| **7. Establish your time frame**<br>You should communicate with participants throughout the program, especially before starting key activities, before making changes to the program and upon encountering delays. | |
| **8. Communications Budget**<br>What is your communications cost structure? What changes to the budget are needed and why? | |

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| **9. Track Results and Measure**<br>How do you define success? What are the output and outcome metrics? | |