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Communication Plan

OPAM & PAC

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1.0 Project Summary

Overview

SUMMARY

The goal of communication is to consolidate correspondence, provide timely replies, make essential information accessible, and synthesize requests relative to our stock product design templates.

INTENDED AUDIENCE

- Open-air Museum
  - Core Team
  - Project Teams
- Project partners
  - p:ear
  - Old Town Community Association
  - Craft Happens
  - Rushes and Waves
- Consultants
  - Roxanne Creative Inc.

DOCUMENT GOALS

Use Cases:
- Set communication guidelines
  - [Key messaging](#)
  - Facilitate transfer of project information to stakeholders
  - Outreach
    - Marketing
    - Press
    - Strategies
  - Outline Services
  - Requesting consulting help

- - Decision making
  - Project Management
  - Production
  - Review and Reporting
- Identify target audiences & objectives
- Internal Communication

MEASURING SUCCESS

- Communication framework adopted across all internal operating procedures
- Completion of all specified communication deliverables
- Analytics - success determined per platform
- Surveys - success determined per survey
- Repurposing marketing content measured through 70% crossover posts
- Creation of a roadmap for communication plan implementation

2.0 Communication Plans

- 🚚 [Museum Key messaging](#)
  - Strategic Directives
- 🚚 Stakeholders
- 🚚 Partners
- 🚚 Advisors
- 🚚 Internal Communication
- 🚚 Technology Roadmap
- 🚚 Handoff Outline
- 🚚 Marketing Plan
- 🚚 Media Kit
- 🚚 Media Outreach Plan
- Channels
  - Social media
  - Newsletters
  - Website
  - Mailing Lists
  - Display Ads

3.0 Platform Outline

COMMUNICATION

The channels we will use to communicate and how/where members share their progress

- Cloud Storage
    - Documents
- Email
    - Domain
        - Project Team
        - Sub alias for teams = forward to stakeholders
- Inventory Management
    - Boxstorm - Robust API & integration with quickbooks, shopify, stripe
    - Square - Includes POS system
    - Sortly - good for art inventory, multiple locations, mobile experience, QR Code generation
- Website
    - Ecommerce Platform - Shopify
    - Technology Roadmap
- Discord - Craft Happens Creative Network
    - Channel: Open-air Museum
    - Channel: Freelance Work
    - Channel: Questions
    - Channel: Suggestions
    - Channel: FAQ
    - Channel: Ticket Support
- Marketing
    - Campaigns
        - Craft Happens - Client Portal
    - Video
        - Youtube
            - Web series
        - Vimeo
            - Embeded video or unique links
    - Social Media
        - Instagram
        - LinkedIn

- - - Facebook
      - Twitter
      - Behance
      - Pinterest
      - Dribbble
      - DeviantArt
      - Savee.it
      - Artstation
- Calendar
  - Booking Custom Services - Zoho
- Email
  - Correspondence
  - Slack integration
- Meetings
  - Google Meet
  - Discord
- Slack
  - [Link](#)

4.0 Platform Outline

BUDGET

- Hosting Fees
  - Domain
  - FTP
  - RCI - Video Platform
- Software
  - Adobe - Creative Cloud
    - XD
    - Illustrator
    - After Effects
    - Premiere
    - Photoshop
    - Lightroom
    - Animate
  - Davinci Resolve Studio
  - Zoho
    - [Artist Application Form](#)
      - Integrate to Zoho CRM
    - Collaboration
      - Skill Assessment Form
      -
    - Artist Portal
    - Neighborhood Portal
  - Project Management Solution
  - Content Managenet System
    - RCI -

DELIVERABLES & MILESTONES

Operations
- Project Plan
- Project Budget
- Project Charter
- Meeting Notes
- Progress Reports
- Final Report

Engineering
- Design drawings (brand design)
- Timeline (timeline of events)
- Association Website
    - Product manual
- Progress reports

TEAM & ROLES

Who's working on this project and what are they responsible for?

LOGISTICS TEAM

- **Project Manager -** *interim Roxanne*
  - Develop a project plan
  - Manage deliverables according to plan
  - Recruit project staff
  - Lead and manage the project team
  - Determine methodology used on the project
  - Establish a project schedule and determine each phase
  - Assign tasks to project team members
  - Provide regular updates to upper management
- **Project Owner** *- interim Roxanne*
  - **Coordination and Supervision** - Coordinate, manage and monitor the workings of various departments in the corporation.
  - **Financial** - Review financial statements and data. Plan effective strategies for the financial well-being of the company.
  - **Best Practices** - Improve processes and policies in support of association goals. Formulate and implement departmental and organizational policies and procedures to maximize output. Monitor adherence to rules, regulations and procedures.
  - **HR** -Organize recruitment and placement of required staff. Establish organizational structures. Delegate tasks and accountabilities. Establish schedules.
  - **Production** - coordinate and monitor the work of various departments involved in production and distribution of goods.
  - **Communication -** Monitor, manage and improve the efficiency of support services such as IT, HR, Accounts and Finance. Facilitate coordination and communication between support functions.
  - **Artist Service** — Manage artist support. Plan and support artist activities.
  - **Strategic Input** — Assist in the development of strategic plans for operational activity.plans.

- **Treasurer**
  - Prepare and control operational budgets. Control inventory. Plan effective strategies for the financial well-being of the project.
  - Set budgets, forecast
- **Project Team**
  - The project team consists of people assigned to work on the deliverables of the project
  - Understanding the work to be completed
  - Planning the assigned activities in more detail if needed
  - Completing assigned work within the budget, timeline and quality expectations
  - Informing the project manager of issues, scope changes, risk and quality concerns
  - Proactively communicating status and managing expectations
- **Analyst**
  - Assist in defining the project
  - Gather requirements from business units or users
  - Document technical and LEGAL requirements
  - Verify that project deliverables meet the requirements
- **QA (Quality Assurance) Manager**
  - Convert the project and art call requirements into a set of workflows and checklists
    - Work with functional analysts, solutions architects, and subject matter experts
    - Work with cultural committees
    - Work with museums and historical societies
    - Work with the public relations team to synthesize public sentiment
  - Represents the criteria to reach a project closing
  - Demonstrate that all of the testing cases and outcomes have been executed successfully with passing results.
  - Advocate for sustainable choices
  - Ensure representation and advocacy of BIPOC, LGBTQIA+ artists, local Old Town artists, and other underrepresented people.
- **Steering Committee**
  - A Steering Committee is a group of high-level stakeholders who are responsible for providing guidance on overall strategic direction.
  - Provided guidance on security concerns

- ○ Advocate for the inclusion of local businesses within the project boundaries.
- ○ Advocate for the inclusion of residents within the Old Town Chinatown neighborhood.
- ○ **Roles**
  - ■ Neighborhood Organization Advocate
  - ■ Community Advocate
  - ■ Livability Advocate
  - ■ Visitor Advocate
  - ■ Compliance Advocate
  - ■ Creative Community Representative
  - ■ Business Intelligence Advisor
- ○
- ● **Change Control Board**
  - ○ Made up of a group of decision-makers authorized to accept changes to the projects requirements, budget, and timelines

CREATIVE TEAM

- ● **Artists**
  - ○ Responsible for the actual building of the art installations
  - ○ Responsible for designing collaborative public art workshops to produce works
- ● **Art Director**
  - ○ Responsible for leading the day-to-day operations by organizing art exhibitions and collaborative art projects
  - ○ Maintain links with installation artists
  - ○ Take care of sales of any installed art
  - ○ In charge of shipping and customs procedures
- ● **Curator**
  - ○ Ensure works are displayed in optimal conditions
  - ○ Curate artwork based on non-collectibility, scale, display length, sensory experience, and meaning.
- ● **Editor**
  - ○ Produce an exhibition catalog
  - ○ Oversee book production process
  - ○ Edit all marketing materials to meet brand voice standards

- **Archivist**
  - Produce and maintain the art beat archives
  - Inventory management
  - Maintain digital database
  - Collect catalogs, books, and press clippings of all artists
- **Art Handler**
  - Install exhibitions, handle artworks, pack and unpack artworks
- **Fabricator**
  - Help in the creation of art installations through craftsman and industrial means.

OUTREACH TEAM

- **Vendors**
  - Suppliers and vendors are third-party companies or specific people that work for third parties
- **Marketing Director**
  - Manage requests for information and distribution
  - Create engagement campaign
  - Document project for marketing materials, press, and stakeholders
- **Stakeholder**
  - These are the specific people or groups who have a stake, or interest, in the outcome of the project.

EXTERNAL STAKEHOLDERS

- **Visitors**
  - These are the people who will use the deliverables of the project.

🚚 TIMELINE

What key dates do the team need to be aligned on and working toward?
Identify the target date you'd like the project to wrap or launch, and try working backwards to identify when the team will need to hit key milestones to achieve that goal.

RESOURCES