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MyGovEA
MALAYSIA GOVERNMENT ENTERPRISE ARCHITECTURE

Malaysia Government Enterprise Architecture (MyGovEA) Communication Plan

<Month, Year>

Project: <Project Name>

Iteration: <Cycle No.- Iteration No.>

(eg.C01-I01)

Agency: <Agency Name>

Reference Code: <Agency Code>S1-R005

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Document History

Document Information

This section provides a summary of information for this document.

Project Name:	<Project Name>		
Prepared By:		**Document Version No:**	0.1
Title:	Communication Plan	**Document Version Date:**	
Reviewed By:			

Distribution List

This section provides a list of recipients of this document and individual key actions to be taken subsequently.

To	Action*	Phone/Fax/Email	Designation

Document Version History

This section provides a formal log of changes/revisions to any document that has been approved by the Agency Office of the Architect. The following guidelines should be employed when recording the document versions:

a) *Draft documents are to be labelled as version 0;*

b) *First draft document to be shared with the project team is to be labelled as version 0.9;*

c) *Final version of the document approved by the Central Office of the Architect will be labelled as version 1.0; and*

d) *Any subsequent revised versions of the document that has been approved by the Central Office of the Architect will be labelled as version 1.x.*

Version Number	Version Date	Revised By	Description	Filename

Abbreviation

This section contains the most common abbreviation used in this document.

Acronym/Abbreviation	Definition

Document Sign Off

This section lists the key representatives responsible for acknowledging and approving all information detailed in this document.

Name	Role/ Title	Date	Signature

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1. Project Overview

1.1 Agency Overview

This section provides a summary of the public sector agency, that is, what the agency does, its vision and objectives and a high-level overview of its operations. This provides readers with a basic understanding of the operations of the public sector agency.

1.2 Project Outline

This section provides an executive summary of the public sector agency's architecture initiative. It paints a high-level picture of the project for readers of this document to gain a basic understanding of the architecture work to be carried out.

1.3 Project Objectives

This section details the objectives of executing the architecture initiative.

1.4 Scope of Project

This section defines the areas of which the architecture project will encompass when it is executed.

2. *Purpose of the Document*

This document describes Communications Plan for the project to implement Enterprise Architecture in the agency. Effective transfer of relevant information to the appropriate stakeholders at the correct time is a critical success factor in executing any project, especially in an enterprise architecture project that contains a vast amount of complex and interdependent information. A Communications Plan will act as a guideline and tool to ensure communication of these information sets are carried out within a planned and managed process.

This deliverable template is designed to guide the architects on the general format and content required within the deliverable produced while executing the MyGovEA Methodology. It is intended that the agency architects should tailor the template accordingly based on the nature of the architecture work being performed and / or the agency environment. Any italicised text within this deliverable template is intended to guide authors on the content that should be developed in the respective sections.

3. Communication Management Approach

This section describes the approach of communication management (eg. changes to communication management plan), who is the approver and the roles and responsibilities of the approver.

3.1 Stakeholder Communication Requirements

This section describes stakeholder communication requirements (eg. project's communication channel) as well as identifying communication preferences.

4. Stakeholders

This section identifies the stakeholders of the project and assesses their concerns and needs. It describes the following parameters for each stakeholder:

a) Description of stakeholder;

b) Stakeholder concerns;

c) Stakeholder influence;

d) Stakeholder priority; and

e) Stakeholder roles and responsibilities.

There are two types of stakeholders in a project; those who can influence the project and those who are impacted by the project. The two types of stakeholder should be addressed separately, with particular care and attention paid to any stakeholder who falls into both groups.

4.1 Stakeholder Overview

This section provides an overview of all relevant stakeholder groups of the project. It describes the involvement and concerns of each stakeholder group.

Table 1: Overview of Stakeholder Groups

Stakeholder	Involvement	Concerns
e.g. CxO	This stakeholder group is interested in the high-level drivers, goals, and objectives of the organization, and how these are translated into an effective process and IT architecture to advance the operations.	IT Budgets, Demonstrable Benefits

4.2 Stakeholder Priorities

This section provides a view of which stakeholders should be prioritised based on their influence and interest on the project. A Power: Interest Stakeholder Map can be used to represent the result of this analysis as illustrated below.
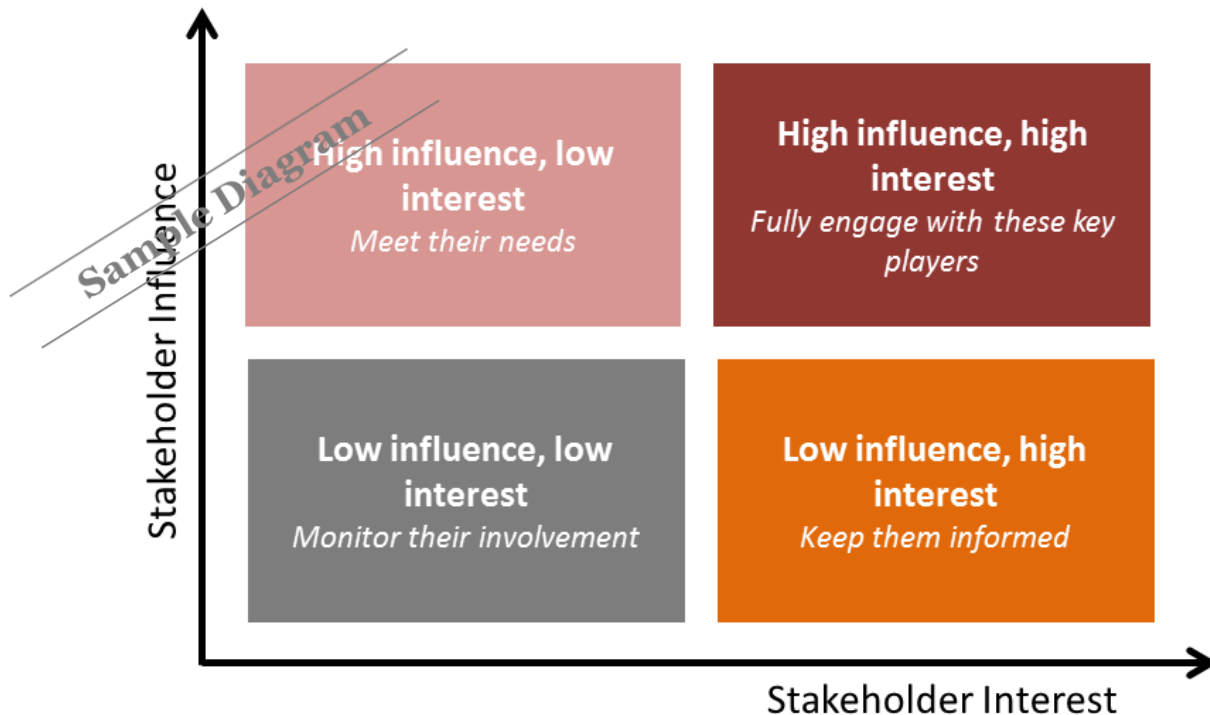

Figure 1: Stakeholder Priority Matrix Guidelines

As a general guideline, the following explains the appropriate strategy to manage the corresponding stakeholder group:

a) *High interest, High influence:* These people are key players of the project and should be fully engaged in the project. The project team needs to 'collaborate' with them throughout the project;

b) *High interest, Low influence:* These people should be kept informed on the details of the project. A sufficient amount of information should be communicated to them to keep them satisfied;

c) *Low interest, High influence:* These people should be kept satisfied by keeping them adequately informed, and talk to them to ensure that no major issues are arising. You need to 'maintain their confidence' throughout the project; and

d)   *Low interest, Low influence:* These people should be monitored and any queries they may have throughout the project should be responded to.

Mapping stakeholder priorities acts as a management tool that will assist the project team in keeping stakeholders satisfied which is crucial to ensuring the success of a project.

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4.3 Stakeholder Roles and Responsibilities

This section highlights the roles and responsibilities of project stakeholders on certain decisions/ action points. This is captured using a RACI matrix with the following guidelines:

R – Responsible

The stakeholder who performs a task to achieve a certain objective including developing alternatives, analysing the situation, making an initial recommendation, and ultimately executing the task. The responsible entity is also accountable for the result of the task.

A – Accountable

The stakeholder that is ultimately answerable for the correct and thorough completion of the deliverable or task. The accountable entity must sign-off or approve a decision before it is selected from options developed by the "R" (responsible) role and implemented. The accountable entity is answerable for the quality of the decision and monitors how the decision is implemented.

C – Consulted

The stakeholder whose opinions are sought after and is taken into consideration prior to a decision being made however this group has no power in the decision making process.

I – Informed

The stakeholder that is notified or kept updated on progress, often after a decision is made or a task is completed.

Table 2: Stakeholder RACI Matrix

Key Decision	Stakeholder 1	Stakeholder 2	Stakeholder 3	Stakeholder 4
Decision 1	*Tag stakeholder responsibility as R/A/C/I*			
Decision 2				
Decision 3				

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4.4   Stakeholder Directory

This section contains the individual details of the project Implementation Model key project members.

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5. *Communication Requirements*

This section identifies the communication requirements (e.g. approvals, project status updates etc.) of the project, key messages aimed to be conveyed by the Architecture Vision, and communication risks.

5.1 Overview

This section lists the project communication requirements and the corresponding stakeholder group who will be the recipient of the communication item. It describes the purpose of the communication requirement as well as notes any key action points for the stakeholder group.

Table 3: Communication Requirements

Communication Requirement	Description	Stakeholder Group	Action Points
e.g. Project status update report	*Provide updates on the project progress up till a certain date (i.e. milestone).*	*Project Steering Committee*	*Review project progress and work that has been produced up till a certain date.*

5.2 Key Messages

This section defines key messages of the Architecture Vision. It highlights the main points that will be used to describe the Architecture Vision and serves as a guideline when communicating the end architecture product to various stakeholders.

5.3   Communication Risks

This section describes potential risks that may cause communication to fail. Key information that does not reach its targeted audience may impose negative effects and thus, impact the project as a whole.

6.   Communications Matrix

This section contains a high-level schedule of project communication items/materials. It describes the communications that will take place with the relevant stakeholder groups at a certain time and location.

Communication of relevant information to appropriate stakeholders in a timely manner is crucial in ensuring the success of the project and thus, the Communications Timetable enables communication activities to be tracked and managed accordingly.

6.1   Key Activities and Associated Milestones

This section describes the key communication activities occurring throughout the course of the project. It should describe the key activity and corresponding stakeholder group (i.e. target audience) as well as detail any associated project milestones.

6.2   Communications Matrix

This section describes, at a high-level, the logistics (i.e. planning) of the communication activities including the duration for each activity, description of work that goes into place and resources that will be involved in successfully executing the activity.

7.   Next Steps

7.1   MyGovEA Methodology Cycle

This document is intended as an input to Stage 1 (*Initiate*) of the MyGovEA Methodology, illustrated in Figure 2 below. This document contains relevant information that will be utilised in the production of the Stage 1 (*Initiate*) output deliverables.
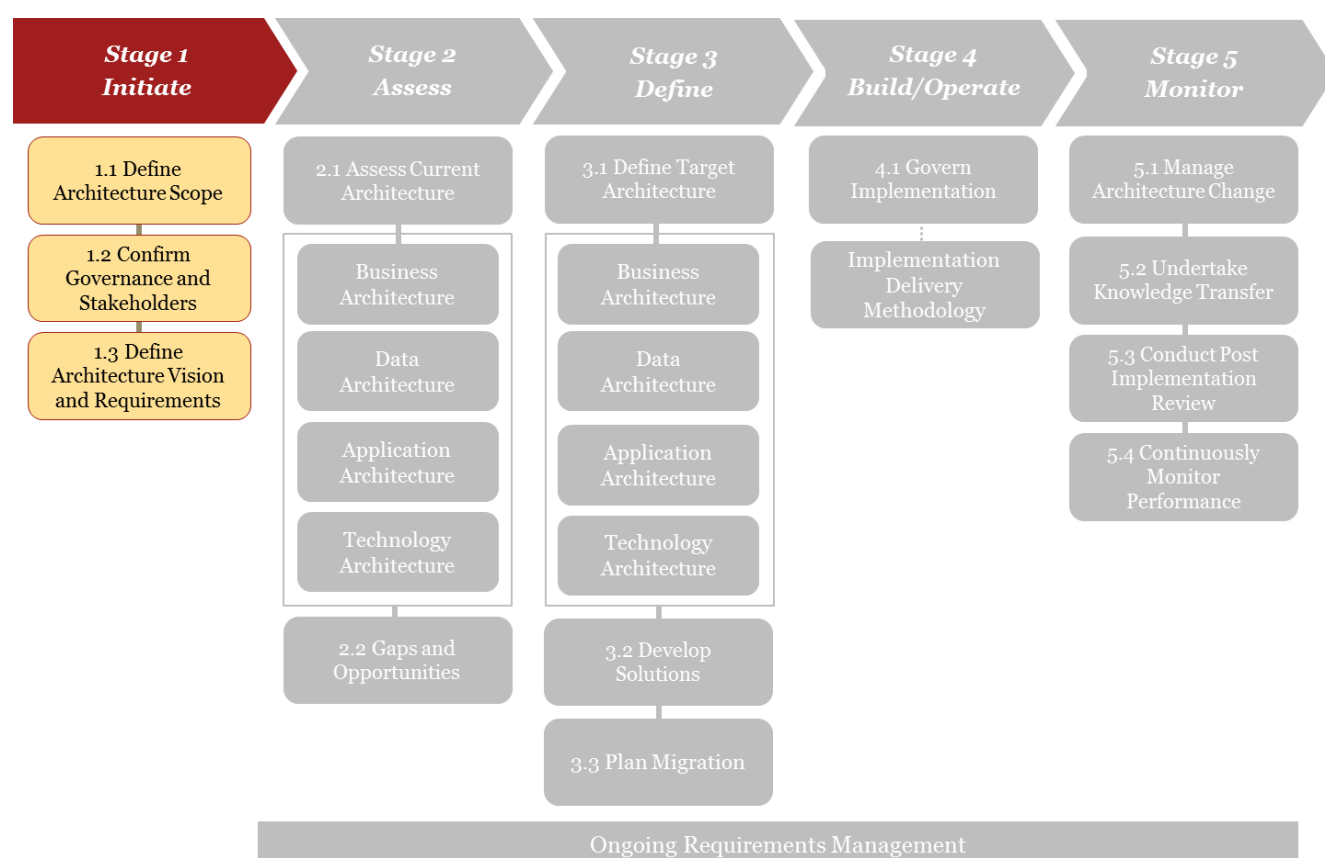

Figure 2: MyGovEA Methodology

7.2   Next Steps

Upon the completion of this document, the following steps are the subsequent activities that need to be taken in order to realise the architecture work that has been defined here:

a) Develop the Draft *Architecture Requirements* document;

b) Submit this *Communication Plan* document to the agency's Enterprise Architecture Team (which in the instance of this Implementation Model exercise is the MyGovEA Project Team) and obtain a completed *Statement of Architceture Work* document; and

c) Obtain approval to proceed to Stage 2 (*Assess)* of the MyGovEA Methodology for the documentation of the current architecture in scope.