

IT Services Communication Approach

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Approvals

This document requires the following approvals:

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1. Objectives

The high-level objectives of the communication strategy are:

- To enable IT Services to provide clear and up to date communications.
- To identify different mediums that IT Services can use to provide communications, and to create unified branded communications that allow customers to easily identify us.
- To identify the audience for each type of communication sent, and to ensure that the recipient is aware that they will only receive necessary and relevant communications.
- To allow IT Services to send detailed communications to specially targeted audiences.



Scope

Who

- Identification of audience for each level and type of communication
- Collaboration and support
- Internal IT communications

What

- Unified communications
- Plain English translations of technical words/phrases
- RAG (red, amber, green) status
- Branding

How and where

- Social media
- Email
- Internet/intranet/customer portal
- IT Bulletin Board
- Text message

Why and when

- To inform the UAL community
- During periods of disruption or maintenance

Out of scope

- Emailing students directly
- Texting students
- Programmes and Project updates
- Lunch and Learn
- Delivery of new services
- Monthly IT Highlight Report

2. Communications objectives, principles and key messages

1. To produce communications that are informative and use plain English to describe current issues with IT services.

Key message: Communications will be unified across all mediums used. The correct target audience will be identified for specific communications where required.

2. To ensure that stakeholders and the wider UAL community are aware of the IT Services communication strategy, understand why it is necessary, and are clear about what benefits it will deliver.

Key message: The communication plan will alert UAL staff and students to any IT issues or updates.

3. To manage expectations among our stakeholders. The communication strategy aims to build a reputation as a trusted, high quality and innovative

information source which operates on a 'no surprises' basis across the UAL community.

Key message: Details and timeframes about what the strategy will deliver and is delivering.

4. To provide timely and accurate information to the identified stakeholders about the steps to be taken.

Key message: For each stakeholder – what IT Services are doing, when we will do it, and how much time it should take.

5. To ensure that stakeholders have input and feedback opportunities on the design of the strategy, are able to raise issues, and can use their expertise to contribute to the success of the plan.

Key message: All input is valuable. The responsibility for the success or failure of the plan is shared among all stakeholders.

6. To utilise social media to provide quick and informative updates, during normal working hours and out of hours.

Key message: To alert the student community in a quick and informative method

7. To provide quick and easy updates to key senior management via text message when an IT issue occurs out of hours.

Key message: That IT Services are aware of and are working to resolve the issue.

8. To use RAG status in all high level communications, such as email, intranet and internet.

Key message: To alert stakeholders and the UAL community to the current status of our services.

3. Audience
Executive board
IT Services management
DOCAs and HOTRS
IT Services
All UAL staff
All UAL students
Directly impacted and where appropriate

Colleges
Administrative departments
Academic registry
Finance
Human resources
Library and academic support services
Estates services
Artscom
Web services
CLTAD
Research
Student community
Input or support required
SU Arts
LCC communication dept.
LCF communication dept.
CSM communication dept.
CCW communication dept.
OD&L
Indirectly impacted
3 rd party suppliers



4. IT Services communicators	
Communicator	Objectives & responsibilities
Head of IT Customer Services	To manage IT Services' communications, target audience and content from start of incident to resolution. To keep IT Services senior management up to date on the 'state of play' and progress of resolution.
Digital Communications Assistant	To proof read communications and, where necessary, reword into plain English. Then send or publish via email, social media, the IT Bulletin Board, the intranet and/or the internet.
Service Desk Manager	To send the communications and, in the absence of Head of IT Customer Services, to manage the communications, target audience and content with help from the Digital Communications Assistant.
Head of Business Services	To manage the communications with the business, providing more detailed information where appropriate regarding the business applications supported by IT Services.

4. IT Services communicators	
Communicator	Objectives & responsibilities
Head of Technical Services/Systems Manager	To liaise with the Head of IT Customer Services, Service Desk Manager, and Head of Business Services. Providing a 'state of play' report with services and action plans to be undertaken by Technical Services.

5. Channels of communication	
Email	To alert UAL staff to any planned or unplanned IT outages, service updates, and delivery of new services. Initial email sent when an outage is identified and correct audience is informed. Then every 3 hours follow up emails are sent.
Text message	Normally used when an IT outage is out of normal working hours, at weekends, or when other forms of communication are unavailable. Normally used to communicate with Executive Board members, DOCAs, HOTRS and IT Services teams. Used until other forms of communication, such as email, are restored. Normally sent every 3 hours.
Website	Used to provide quick, easy and informative communications on IT Services' intranet area and the main UAL site.
Intranet	IT Services' online space for self-help guides, useful information, and starter information. Normally a landing page links to various other sources of information to help staff and students get up and working as quickly as possible.
IT Bulletin Board	Used in conjunction with email and social media as and when required.
Service reviews	Regular meetings with colleges and business teams to review performance, outstanding IT issues, IT updates or up and coming changes. Normally every 2 months.
Moodle	
Facebook	Brief outlining message of any outages, service updates or general information. Sometimes linking to IT Bulletin Board for further information.
Twitter	Brief outlining message of any outages, service updates or general information. Sometimes linking to IT Bulletin Board for further information.

SharePoint	
Events	



6. Evaluating Success			
Objective	Outcome	Measurement method	Target
1. Speed of adoption			
2. Utilisation			
3. Proficiency			
4. Risk mitigation			
5. Awareness			
6. Desire			
7. Knowledge			

8. Ability			
9. Reinforcement			