

IT Communications Pack

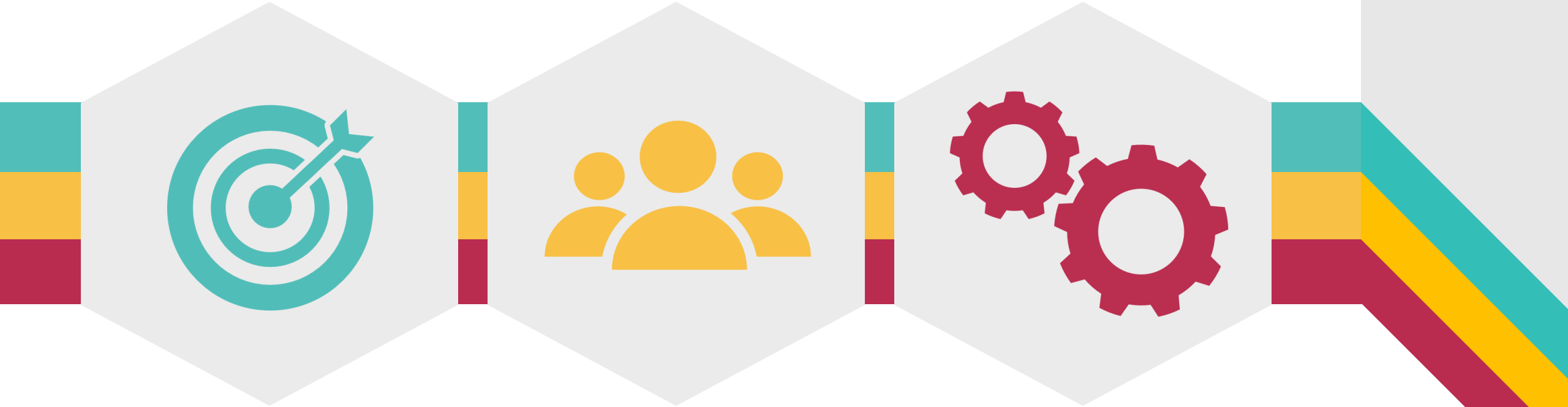


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Inform. Engage. Inspire.

Inform – The most important role of IT Communications is to inform.

I Have a Problem

Engage – We will encourage engagement by ensuring our messages are relevant to our customers.

I Have a Question

Inspire – By promoting our news and selling our services.

I Want to Know What is New

Who we are

We have overall responsibility for meeting IT Services communication needs. We are responsible for implementing communications plans and products, drawing on our own resources and expertise and the resources and expertise of specialist teams (i.e. events, press office, web, marketing, design).

IT Communications

- Communication proposals
- Project Communication plans & schedules
- IT Services Social Media
- IT Webpages & Service Catalogue
- Digital design, print & videos
- Text messaging service
- Targeted email campaigns & updates/newsletters
- Campaign evaluation services and success measures
- Focus Groups, surveys and UX sessions



Marketing

- Corporate Communications
- Internal Communications
- PR & Media Relations
- University Social Media
- Professional Photography
- Digital Design, Website and App
- Manage University Calendar
- MyBeckett

What we do

Customer Relationships

- Liaise with all areas of the business to understand their needs
- Take a multi strand approach to school and service liaisons to ensure interaction with all levels of seniority

IT Project Communications

- Assist the Project Office with their communications plan and provide advice on the best engagement channels to use
- Produce a quarterly Project Newsletter to keep the business up to speed on the work we do
- Contribute skills to project campaigns such as Office 365

Social Engagement

- Manage the IT Service Social Media presence
- Maintain the IT Service website & Service Catalogue
- Host the Freshers Fair and new starters stalls
- Curate news stories for internal Communications & newsletters

Information Distribution

- Deliver targeted messages to customers across our University
- Work with service owners to ensure the business knows what packages IT Services offer
- Produce data and information in a clear and concise manner
- Provide creative and engaging campaigns about new technologies, promoting them in a wide range of media
- Communicate about IT incidents and services

Meet the Team

Our team has experience of working across all communication disciplines and a wide range of experience across IT Services areas, schools, department and service areas.



Mike Heckman
IT Communications
Manager



Su Robinson
Customer Relationship
Manager

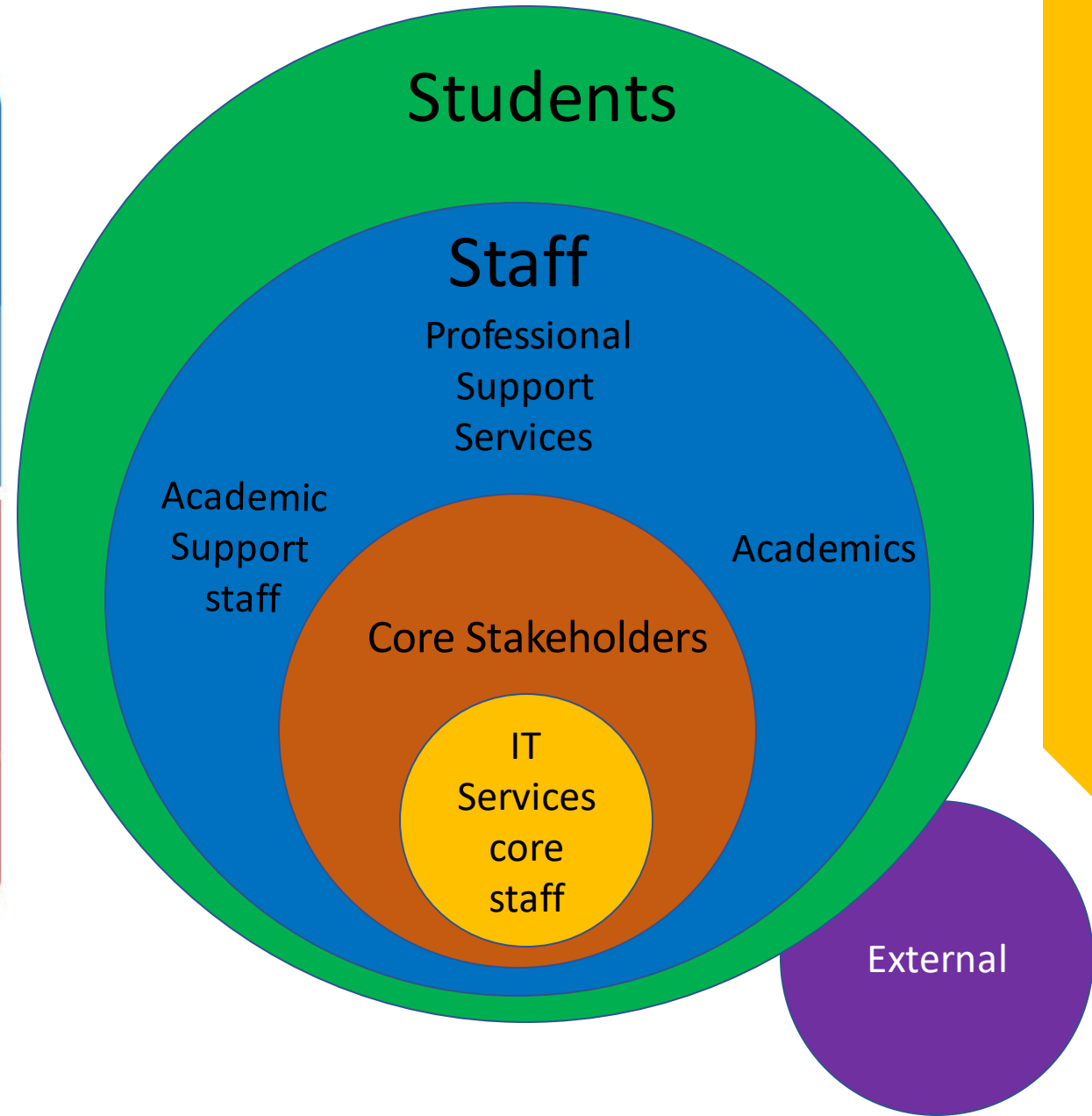


Nicola Smith
IT Communications
Project Support
Officer

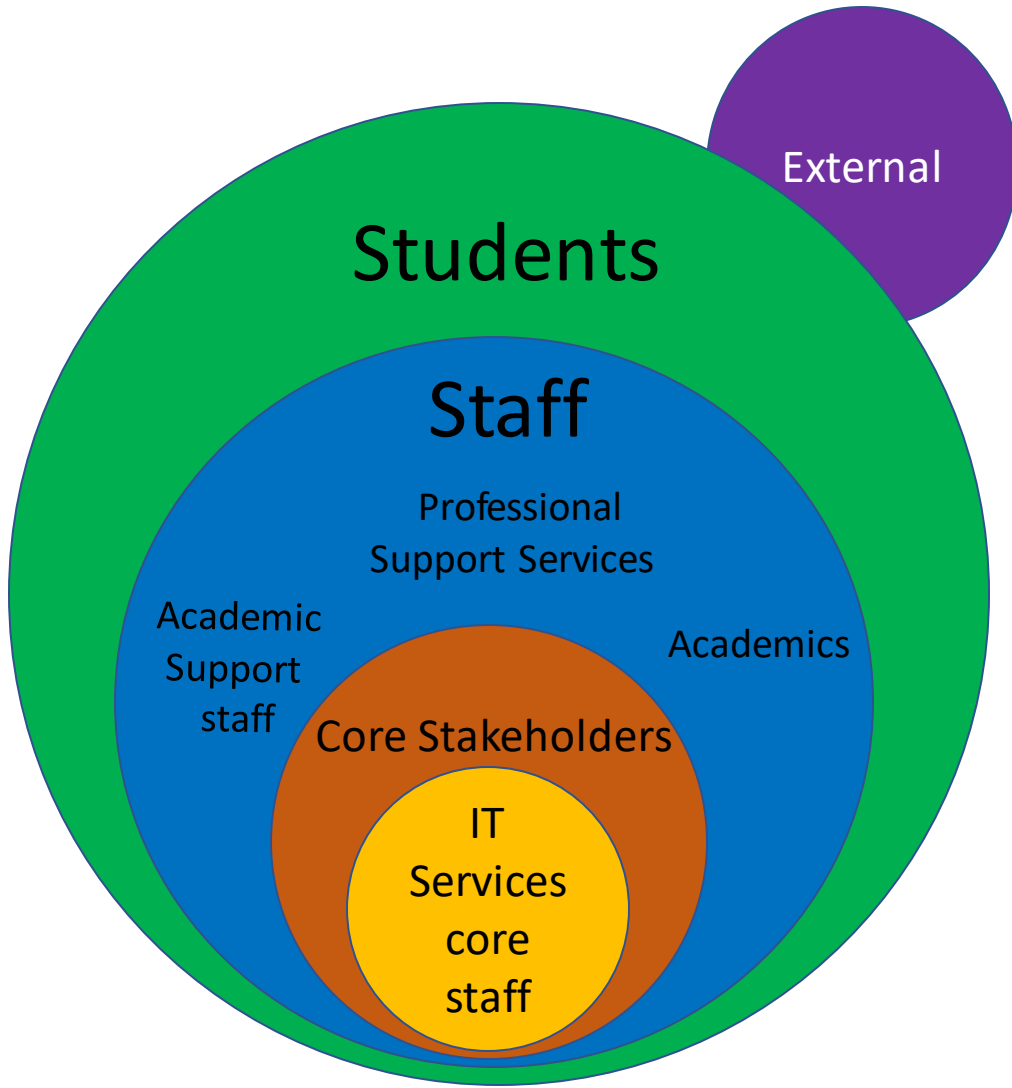


Katie Langford
IT Communications
Business Support
Officer

Our customers by group



Our channels by customer



IT Services Core Staff

- Weekly update
- MS Teams
- Direct and group email
- IT Services – All staff email

Core Stakeholders

- Highlight reports
- Sr Management group
- Weekly Ops
- MS Teams
- Monthly reports
- Direct email
- Project Board (cascade)

University Staff

- Bi-weekly staff email
- News pages on website
- Staff section of website

Professional Support Services

- Email TLPs (cascade)
- Direct email
- Twitter

Academics

- Direct email
- DEAP
- CLT newsletter
- Library IT Support

Academic support staff

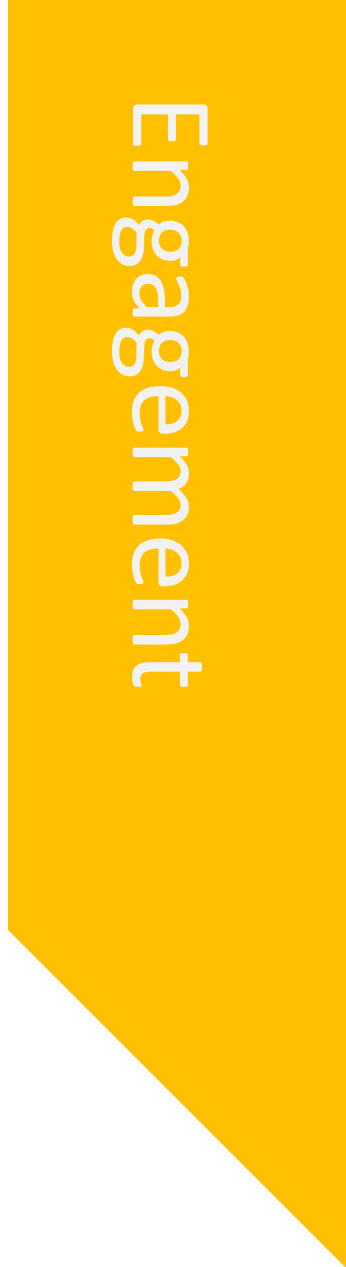
- Email Academic Service Mngrs to cascade
- SLT School meetings notes (cascade)

Students

- MyBeckett
- Leeds Beckett App
- Outlook direct email
- Beckett List (weekly email)
- Text messaging service
- Posters & flyers
- Website & Library site
- Library Twitter
- Library Plasma Screens
- Events – Freshers, Open days, Refreshers

External

- Subscribed emails
- Social Media
- Marketing PR & Press Office



All channels are listed in the Appendix

How we work together

Your team

IT Communications

Communication proposals
Project Communication plans & schedules
Social Media
IT Webpages & Service Catalogue
Digital design, print & videos
Text messaging service
Targeted email campaigns & Newsletters
Evaluation services and success measures
Focus Groups and surveys
IT Events & Conferences

Marketing

Corporate Communications
Internal Communications
PR & Media Relations
Social Media
Profession Photography
Digital Design, Website and App
Manage University Calendar
My Beckett & Beckett List

Library

Social Media & Library website
Plasma screens
Pop-up stands

Students Union

Student newsletter
Events
Website

Engagement

Communicating with students

The marketing department manage:

1. Portal announcements on MyBeckett (global and module specific)
2. Beckett List (weekly email)
3. The University's main social media accounts in collaboration with colleagues in our Digital Team
4. Curate stories for the student website and icons within the App

The Library manage:

1. Student IT support services
2. All social media relating to the library and Student IT Support including @BeckettLibrary
3. Student IT Support webpages, guides and FAQs

The Students Union manage:

1. Freshers and Refreshers
2. SU email newsletters
3. SU website and SU campaigns

IT Communications manages:

1. Face to face engagement, pop-up stands and bespoke activities
2. Work closely with our marketing, library and SU colleagues on your campaigns

Communicating with staff

The marketing department manage:

1. Portal announcements on MyBeckett
2. Bi-weekly Staff Bulletin
3. News stories on university website
4. Leeds Beckett App
5. Multimedia and digital design

IT Comms manage:

1. Staff emails (to pre-defined audiences)
2. IT Services webpages
3. Tweets @Beckett_IT
4. Internal digital design, prints, posters, flyers and videos
5. Communications Plans, Schedules and Proposals
6. Text messaging service

IT Communications does communicate with staff directly using the above channels.

We work with HR to ensure we have up to date contact lists for your target audience.

We use Campaign Monitor to send direct emails and can evaluate their impact against your objectives.

When to work with us

If you want a communications product:

- Booklets
- Posters
- Videos
- Flyers or leaflets
- PowerPoint templates
- Artwork and graphics
- Email templates

Or if you need to:

- Establish Communications plan and schedules for new IT project or process that impacts staff & students
- Deliver campaigns using university communication channels and engage with marketing colleagues
- Communicate IT works notifications, planned outages, scheduled system maintenance and reporting major incidents
- Organize events, UX sessions, focus groups and feedback surveys
- Create new, update or remove web content from IT Services webpages
- Identify your audience and requesting contact lists from HR
- Support with your written communications - including editorial services, emails, forms, online content etc.
- Evaluate the impact of communications and review your plans

Working with us

We can	We won't
Recommend optimal times to communicate based on audience insight, knowledge, channels and other key events, in line with the university calendar	Project manage your project or work
Quality assure the language, tone and consistency of your messages to ensure they fit the university brand and style	Write staff or stakeholder briefings or Write PowerPoint presentations for you
Provide advice and guidance on developing content, approve the finances for events, help develop content where there is a significant communications element.	Provide support for events i.e. managing Eventbrite bookings, attendee lists; Secretariat activities and minute taking
Provide communications advice when project teams needs to deliver a project.	Attend technical project meetings
Recommend channels, language, style of writing or delivery, timing, share audience insights so that messages have the desired impact.	Tell you what to say to your audience - you need to know what your audience needs to hear. We can advise on tone and style but the content needs to be yours.
If you're unsure we can point you in the right direction	

Getting started

1. To request a communication to be sent out, please complete our [MS Request Form](#)
2. Communications that require more than 1 day resource from the ITBCSO also needs a [Communications Proposal](#)
3. Projects that need communications will need allocated resource from the ITPCSO.
4. Start the process by contacting the ITCM to bid for the resource you require and begin to outline your [Communications Plan](#) and [Schedule](#).

IT Programme and Project Communications

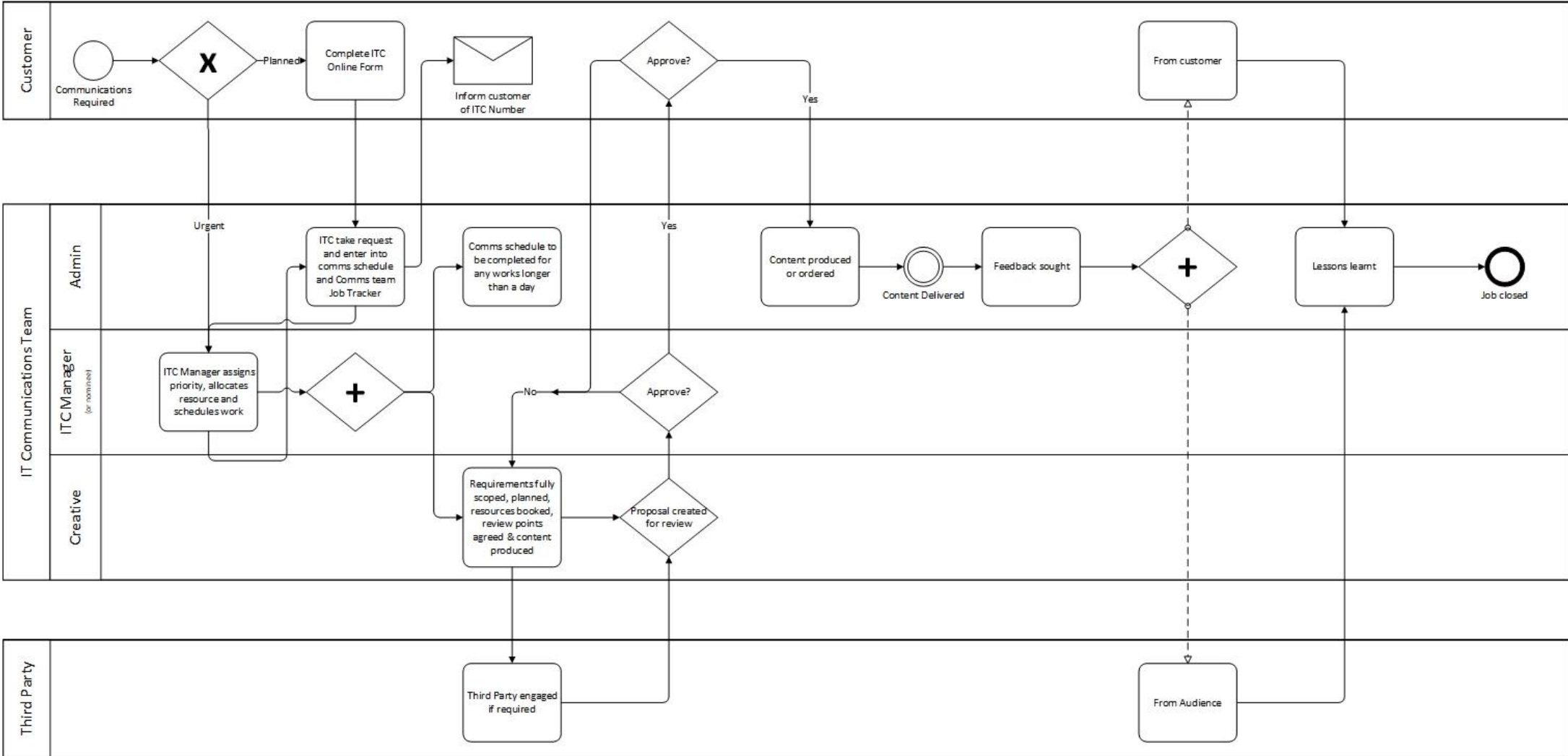
1. It is essential all communications to staff and students are processed through the IT Communications team. Our team liaise with Marketing to ensure your schedule does not conflict with the university's calendar of events and pre scheduled campaigns.
2. Once marketing agree a date and time for your messages, they will be distributed to your target audience using the channels outlined in your Communications plan.
3. Please read our PMO Communication Pack (included in Appendix) before you begin your draft Communications Plan.

Our communication channels

Go to our Appendix section for help choosing the right channels.

Students	Staff
<ul style="list-style-type: none">• MyBeckett• MyHub• Social media• Library IT Student support webpages• Learning Systems support pages & materials• Library IT Blog• Student news stories• Student Union news stories• Plasma screens, screen savers• Marketing Service's campaigns e.g. '100 days Freshers' online countdown, BeckettList• Student Welcome pack in halls of residence• Welcome ORE messages• Freshers events• Pop-up IT stands• Focus groups• Student handbooks• Leeds Beckett App• Direct emails to student accounts• Text messages• Marketing materials – posters, flyers, video clips, recoils• Student Union's Student Reps• Student Digital Ambassadors• Student website pages	<ul style="list-style-type: none">• All staff emails• Targeted emails by group (Deans, Hos, CD, Head of Service, Director, Academic Service Managers)• Technology Liaison Partners (TLPs)• People Development programme• Academic development programme• Staff Induction• Staff IT handbook• Student handbooks• Staff news stories• Staff website pages• IT Services webpages• Service catalogue• Social media• Learning Systems support pages & materials• Online Tutor forum (DLU)• CLT activities: DEAP, Digital Week, Digest bulletin, training• Early adopter and pilot projects updates• Plasma screens, Screen savers• Staff bulletin• Microsoft roadshows• Representation at external events/conferences• Marketing materials - posters, flyers, video clips, recoils• Leeds Beckett App• Timetabled university events

System / Project Name		
Process Name: IT Communications work request process		
Status: v1.0	Author(s): Mike Heckman	Date: 24 October 2017



Measuring success

Evaluation allows us to assess our performance in delivering on objectives such as changing behaviour, improving operational effectiveness, building the reputation of IT Services and explaining IT policies and programmes.

Our approach to the measurement and evaluation of our communication needs to be outcome focused, robust and consistent.

- Improve evaluation capability and standards in line with industry best practice.
- Develop SMART communication objectives and KPIs.
- Use evaluation to improve the effectiveness of all communication and campaign activity.
- Share and promote best practice evaluation techniques across GCS.

When you make a request for us to send out communications, visualise the outcome you want and share your objectives early on in the process. We can then report back how effective the content of your message was and learn if we were using the correct channel to share your message. By evaluating our success we can learn what engages audiences and what doesn't work so well.

Examples of our products:

IT for new starters



Information Technology Services

LEEDS BECKETT UNIVERSITY

Reserve & Relax.



medialoans.leedsbeckett.ac.uk

Media Equipment Available:

Audio Equipment	Classroom Equipment	Computer Accessories
Audio recorders	Flipchart stands	Computer monitors
Headphones	Portable hard drives	External hard drives
Portable backing tapes		Remote presenters
Microphones	Cameras & Accessories	USB test packs
Camcorders & Accessories	Bridge cameras	Streaming pens
Matrix extension leads	Compact cameras	Wi-Fi cameras
HDMI adapters & cables	DSLR cameras	360 cameras
USB cables	DSLR lenses	DSLR lenses
VGA cables	DSLR tripods	DSLR tripods
Various Wi-Fi routers & adapters	Triads	Projector screens



New for 2017 Microsoft Student Email

Don't miss important University information
Set up your mail app for your new Microsoft account

Type "Email" into the search bar on the Leeds Beckett website for help & support.

Green Impact Update

Think! Green Impact

- Light switch signs have been posted to remind people to turn off lights when leaving for the day.
- Reusable water bottles help reduce waste and save money.
- If you notice a leak, report it to Estates immediately. Call on 32888.
- When possible, try and scan documents to email rather than copying them. Instructions are now posted on IT Printers.
- Boxes for scrap paper have been placed by printers to collect unwanted sheets that can be reused.
- Please contact the Porters to take away old toner cartridges. Call on X28585.
- Devices are labelled to show whether they can be switched off at night.
- Check the Label
- All bins have been labelled to identify which waste goes in which bin.

More information can be found by searching for "Sustainability" on the

LEEDS BECKETT UNIVERSITY greenImpact

Unified Service Delivery Model (USDM)



CUSTOMER SERVICE EXCELLENCE

CSE

Information Technology Services

LEEDS BECKETT UNIVERSITY

Choosing the right channels:

Channel	Advantages	Potential downsides	Think about and prepare
Targeted direct emails Campaign Monitor Outlook	<ul style="list-style-type: none"> Can reach mass audiences quickly Cost effective, simple to use Consistent and controlled message Reaches the recipient directly Good for information, awareness or instruction 	<ul style="list-style-type: none"> Not everyone may have access Impersonal and open to misinterpretation Can result quickly in information overload Can't always tell if messages have been read Doesn't generate dialogue or discussion 	<ul style="list-style-type: none"> Who has access to the distribution lists Using the subject box clearly to get across your key message Keeping it short and simple Use headings and bullet points to break up text
University Website & Service Catalogue IT Services webpages Staff Student Public SU site Schools sites	<ul style="list-style-type: none"> Reaches a wide audience, so good for university-wide and external audiences Professionally written Ideal for 'good news' stories 	<ul style="list-style-type: none"> Not everyone may have access (staff intranet) Relies on people seeking out information Too many project webpages dilutes all other messages Relies on IT Comms to maintain webpage content (PMO > BAU) 	<ul style="list-style-type: none"> Early submission to Marketing to ensure it can meet their deadlines Schedule photography if needed Include links for more information.
Multimedia Video TV. Leeds Beckett Office 365 Stream Youtube	<ul style="list-style-type: none"> Creative and entertaining Can show real people 'talking heads' to bring messages to life Consistent, controlled message The IT Comms Team can provide video advice and assistance Host video on your project webpage and generate traffic 	<ul style="list-style-type: none"> Takes time and planning Could have cost implications Some people may feel uncomfortable watching videos in work time Not ideal for non-campus based employees Your 'talking heads' may resist their appearing in a video 	<ul style="list-style-type: none"> Consider using 'real people' to talk about their experiences and not just senior leaders Could use it as part of a briefing session to stimulate debate Keep it short, perhaps create a series of videos and don't overwhelm your audience

Choosing the right channels:

Channel	Advantages	Potential downsides	Think about and prepare
Plasma screens Screensavers JPG, 1920 pixels x 1080 pixels and comply with the University's brand guidelines in terms of design	<ul style="list-style-type: none"> ■ Creative and entertaining ■ Consistent message, professionally managed by Library & IT Communications ■ Reach a wide audience ■ Visually appealing 	<ul style="list-style-type: none"> ■ Only in a few locations ■ Needs time to arrange design ■ Not everyone has access to a PC/screen ■ Can only give a brief message ■ Need branding approval from Marketing 	<ul style="list-style-type: none"> ■ Keep it simple as people will only catch the message for a few seconds ■ Needs display window, in line with university comms calendar ■ Ensure it is designed and produced in time and complies with brand guidelines.
Regular email updates Staff Bulletin (staff bi-weekly email) & Beckett List (student weekly email) SU newsletter IT Services weekly update	<ul style="list-style-type: none"> ■ Reaches everyone in the University ■ Well-respected ■ Even time-pressured colleagues can read in coffee breaks/lunch ■ Can address feedback ■ Visually appealing ■ Can be read online ■ Good at reinforcing messages which may already have been conveyed by other means 	<ul style="list-style-type: none"> ■ Long lead times, so needs planning in advance ■ Information can date quickly ■ Challenge to make it relevant to all audiences ■ No opportunity to check messages have been understood ■ Content is approved by marketing and once submitted there is no guarantee your message will be included in the email 	<ul style="list-style-type: none"> ■ Submit potential articles and updates to IT Comms ■ Internal Comms are aware of upcoming events in the calendar and reject your content after you have spent time and resource writing it
My Beckett Portal University App	<ul style="list-style-type: none"> ■ Reach a wide student audience ■ Well-respected ■ Cost effective, simple to use ■ Consistent and controlled message ■ Reaches the recipient directly ■ Good for information, awareness or instruction ■ Great to alert students of changes – in addition to emails 	<ul style="list-style-type: none"> ■ Needs planning in advance as we don't own the admin of this system ■ Information can date quickly ■ Challenge to make it relevant to all audiences ■ No opportunity to check messages have been understood ■ Content is approved by My Beckett Admin and once submitted there is no guarantee your message will be included 	<ul style="list-style-type: none"> ■ Keep it simple as people will only catch the message for a few moments

Choosing the right channels:

Channel	Advantages	Potential downsides	Think about and prepare
Events Demos Drop in sessions Roadshows Freshers / Refreshers Open days	<ul style="list-style-type: none"> Opportunity for senior leaders to engage with large audiences face to face Flexible and responsive Can include Q&A session, break out groups and involve people Great opportunity to get feedback 	<ul style="list-style-type: none"> Agenda you set may not be what the audience wants Maybe expensive Time consuming for organisers 	<ul style="list-style-type: none"> Involving colleagues in setting the agenda and format and even hosting the event The IT Comms Team may be able to help – involve them early on in the project
Notice boards Flyers Student Hubs School Receptions SU etc	<ul style="list-style-type: none"> Visual and may catch the eye Good for instructions and information 	<ul style="list-style-type: none"> Not environmentally friendly Information can date quickly Challenge to make it relevant to all audiences No opportunity to check messages have been understood 	<ul style="list-style-type: none"> Manual distribution to the owners of each noticeboard and location Can use Marketing Digital team and IT Comms Team to assist with messages and design
Text messaging service	<ul style="list-style-type: none"> Good for crisis communication Good for reaching part-time staff, remote workers and students Can direct people to further sources of info 	<ul style="list-style-type: none"> Maybe seen as intrusive Has cost implications – do you have a budget for this? 	<ul style="list-style-type: none"> Make sure you have mobile contact details for all parties: Students, Staff, Senior teams...etc
TLPs Change Champions CLT SLT UET ASMs	<ul style="list-style-type: none"> Reach the TLP directly Good for information, awareness or instruction Great opportunity to get feedback and test volunteers Can direct people to further sources of info Reaches every department, school and service area in the University Known in their department for being TLP and 'in the know' for IT related knowledge Good at reinforcing messages which may already have been conveyed by other means 	<ul style="list-style-type: none"> Can result quickly in information overload Takes time and planning Challenge to make it relevant to all audiences Task you set may not be what the TLP wants do and not to take part 	<ul style="list-style-type: none"> TLPs and Change Champions may be able to help – involve them early on in the project Keep it simple as TLPs have full time roles, they only volunteer an hour a month to IT Services Involving TLPs in setting the agenda and event topics When emailing TLPs use the subject box clearly to get across your key message e.g. Action, Cascade, For information Keeping it short and simple Provide links for more information.

Choosing the right channels:

Channel	Advantages	Potential downsides	Think about and prepare
Social Media Youtube Facebook Twitter @leedsbeckett @Beckett_IT @BeckettLibrary @LeedsBeckettSU @BeckettPress	<ul style="list-style-type: none"> ■ Creative and entertaining ■ Can start a conversation and bring messages to life ■ Audience don't need a social media account to view messages ■ Consistent, controlled messages ■ The IT Comms Team can provide Twitter advice and assistance ■ Generate traffic to webpages 	<ul style="list-style-type: none"> ■ Takes time and planning ■ Some people may feel uncomfortable with people commenting on the project in a public space ■ Audience may not have social media accounts or understand how it works. This may lead to some confusion and resistance. 	<ul style="list-style-type: none"> ■ Consider using Twitter to spread success, milestones etc and as a way to traffic your audience to other media i.e. news and webpage content ■ Could use it to stimulate debate and reach out to other institutions ■ Keep it short, perhaps create a series of messages and don't overwhelm your audience

Draft and share your Project Communications Plan with us

We ask you to use [our templates](#) as these work best for cross department working.

Share your first draft communications plan with us.

It does not need to be complicated, however we ask you to include:

Your [communications plan](#) needs to consider the following elements:

1. Background
2. Goals
3. Objectives
4. Audience
5. Key Messages
6. Incentives
7. Any challenges
8. Approach
9. Schedule
10. Resources
11. Budget
12. Criteria for measuring success

You also need to draft a [schedule of communications](#) including:

1. Date
2. Message
3. Audience
4. Channels

Process PMO

