



SISEP

State Implementation and Scaling-up
of Evidence-based Practices

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SISEP eNote

Communication Plan

The purpose of a communication plan is to identify and authentically engage with an organization's internal and external stakeholders. A carefully crafted plan allows for sharing of information with staff, families, students, and relevant community entities. It creates a road map for delivering your organization's message and facilitates active involvement of stakeholders in the implementation and systemic change process by seeking their input and using their experiences.



“So everyone can see they have a role to play.”

-Kentucky stakeholder giving input on the development of a communication plan

The Communication Plan Informs

It celebrates successes, prevents misunderstandings to reduce barriers, and builds the collective commitment of diverse stakeholders. It facilitates gathering of valuable input, expertise, and data from stakeholders for continuous quality improvement.



- Stakeholders help to design and use the plan to ensure it is focused on the right messages, at the right time, with the right stakeholders.
- Buy-in and a collective commitment for the new way of work is multiplied exponentially when stakeholders are intentionally engaged through the process of systemic change.

Components of a Communication Plan



Mission and Purpose of Communication Plan

What is the clear purpose and mission of the communication plan?



Practice-Policy Communication Cycles

Who is responsible for ensuring feedback and information gathered through communications are used to inform, reduce barriers, and celebrate successes?



Information or Messages

What needs to be communicated? How does the information change over time as the organization goes deeper into practice?



Audience (Diverse Stakeholders)

Who needs to be communicated with?



Methods

Are a variety of modes used: conference key notes, presentations, meetings, Webpages, Webcasts, etc.?



Frequency

How often?
Is there a schedule?



Responsibility

Who is responsible?
What is the role of leadership?



Indicator of Success

What data is used and how often to determine effectiveness of communication?



Communication plans are an essential component of Active Implementation. They are developed during Exploration and used throughout all stages of implementation to facilitate a continuous improvement process so that significant outcomes can be achieved.

[Download a Communication Plan Template](#)

Resources:

- [Practice-Policy Feedback Loops on the AI Hub](#)
- [Communication Plan Template](#)

“Managing communications in an integrated or system-wide way will require a new set of behaviors at all levels of your organization — behaviors that embrace a process and apply set standards for all communications efforts.”
-Harvard Business Review ([Read more](#))



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