

State of Wisconsin



Communication Plan



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# Introduction

This document provides sample communications developed by the Department of Administration, Division of Enterprise Technology (DOA-DET) to assist State of Wisconsin agencies in their migration to Office 365, including both an overall plan for agencies to follow and specific communication templates that can be used. This information can act as a communications jumpstart as agencies begin their individual migration planning. Specific details of these templates (dates, content locations, instructions, etc.) are to be filled in as determined by the communication teams assembled by each agency, and the environment to be managed.

# How to Use this Plan

The content and timelines within this document borrow heavily from the recommendations made by Microsoft for an Office 365 migration effort. Based on past experience with these types of migrations, their recommendations should provide adequate for most needs. However, where applicable, additions or modifications to the templates have been made to adjust for the needs of the state.

Once the plan and templates are provided to an agency, and if that agency decides to use the material, that organization will at the very least need to modify the templates to insert agency-specific details. They are then free to follow the plans/timelines as presented, modify them as needed, or develop their own communication approach.

# Plan Components

## The Communication Plan

This plan addresses the overall communication approach and timeline for the Office 365 migration; other components of the migration itself can be found on the project [SharePoint Site](https://agency.wisconsin.gov/sites/pmo/office365/SitePages/Home.aspx) or from specific technology groups within DET.

The communications needed for this effort are broken into three distinct phases:

* **Pre-launch** – this is a 5-week preparation period in which communications are used to introduce the migration, set expectations, and provide additional information on timing, features, and impact to the end user.
* **Launch** – This is the week during which deployment occurs, and typically includes final reminder communications, along with a “Day-1” announcement that the migration is occurring.
* **Post-launch** – This phase covers “n” number of weeks after the migration, in which additional tips and techniques are provided to users, and support is at its highest point as new users begin to experience the new software.

Each phase will have unique communication needs, and the plan provides for several different avenues of communication as well. The bulk of the information exchange is expected to take place via email, but for those agencies wishing to provide visual communications on site, posters have been developed. All email content can also be easily converted to handouts/flyers as well. A further source of information is online content, provided through URLs in emails and on web pages.

## Pre-Launch Communications

The purpose of the pre-launch communication process is to help set the expectations of the migration audience, provide them as much information as possible about the process and what they can expect, and prepare them for the new environment. Emails are typically used for this communication, but any of the emails can be used as handouts or flyers for meetings. All communication templates have been created based on DET expectations for a DOA-SASI rollout, and will need to be modified to fit agency needs.

* Emails
	+ “First Look” communication – Recommended. This email provides the first chance for the Office 365 team to share information regarding the upcoming migration.
	+ “Process” communication – Recommended. This email outlines the process to be used for the migration, and alerts the end user of any actions needed to prepare for the deployment.
	+ “Products” communication – Recommended. This email provides the end user with a listing and other information on the products they are to receive.
	+ “Additional Information” communications – Optional, as needed. Depending on agency policies, timelines, the products enabled, and the degree of awareness regarding them, these individual emails can include agency-specific details that provide directions not contained in the general “Process” or “Product” emails.
		- Mobile Devices/AirWatch
		- Exchange Online
		- Office Pro Plus and the appropriate Office version to be installed
		- Skype for Business
		- One Drive
		- Multiple Device usage
* Posters
	+ Email and Calendars
	+ Multiple Devices
	+ OneDrive
	+ Skype for Business

## Launch Day Communications

* Emails
	+ “Reminder” communications (usually the previous work day) – Recommended. Used to reiterate any instructions for the end user, and confirm that the migration will take place as scheduled.
	+ “Day-1 Announcement” communication – Recommended. Send after the migration efforts are completed, to indicate to the end customer that they can begin using the new environment/tools.

## Post-Launch Communications

* Emails
	+ “Tips and Techniques” communications – Optional. Multiple emails are available to provide Microsoft tips and links to the end user as they begin to use the tools. Agencies are expected to use as they see fit, or as appropriate for their implementation.

## O365 Information Center

This is a website used as the central point of information sharing for an agency migration. It can contain timelines, instructions, training, and any other information relevant to the effort, and should be in an easily-accessible site and referenced through links in mailings or from the agency intranet.

## Online/PowerPoint Training

* [Visit the Office 365 Learning Center](https://support.office.com/en-us/article/Office-365-scenario-based-training-af07cb6b-980d-4f33-8599-322582767408?ui=en-US&rs=en-US&ad=US)
* Learn from Office experts
* Explore training resources
* [Office 2016 training](https://support.office.com/en-us/article/Office-2016-training-8e50dbf2-8993-44d0-9e29-076b60fe93e6)
* [What's new and improved in Office 2016 and Office 365](https://support.office.com/en-us/article/What-s-new-and-improved-in-Office-2016-for-Office-365-95c8d81d-08ba-42c1-914f-bca4603e1426?ui=en-US&rs=en-US&ad=US) (monthly updates)
* Microsoft PowerPoint Training:
	+ O365-SOWI-PP-Training-Get-it-done-from-anywhere
	+ O365-SOWI-PP-Training-Emails-and-calendar-on-the-go
	+ O365-SOWI-PP-Training-Store-synch-share-your-files

## Out of Scope

* Yammer Strategy/Communications
* Agency-specific End-User Training

# Recommended Launch Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| Phase | Timeline | Category | Description/Plan Deliverable |
| **Pre-launch (starts 5 weeks before launch)**: generate excitement about your upcoming Office 365 launch.  |
| Pre-Launch/Pilot | Week 1 | Communications | Modify this sample *Communication Plan* and prepare materials as needed for the agency, to include set up of Communications mailboxes and an O365 Information Center:* Agency Office 365 Communications – Used to send out all communications
* Agency Office 365 Questions and Feedback – Used to receive comments from end users
* Agency O365 Information Center – Central internal agency site to store training resources such as getting started guides and tips & tricks
 |
| Pre-Launch/Pilot | Week 1 | Training | Plan your *end user training* program, if your agency wants to use training other than the online and PowerPoint material provided by Microsoft. |
| Pre-Launch/Pilot | Week 2 | Communications | Send a message to let your audience know what’s coming, set expectations, and spark interest by focusing on the “What’s in it for me?” * *”First Look”* – Introduce the audience to the Office 365 migration
 |
| Pre-Launch/Pilot | Week 2 | Support | Ready your help desk to support end users, and provide the [Office 365 Help Desk Troubleshooting Guide](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fsuccesscenter.blob.core.windows.net%3A443%2Fmedia%2FDefault%2FResources%2FAdoption%2FOffice_365_Troubleshooting_Guide.docx) |
| Pre-Launch/Pilot | Week 3 | Training/Set-up  | * Prepare any agency-specific training initiatives.
* Direct users to Microsoft’s public learning center. See Office 365 Learning Center at <http://aka.ms/o365learning>
 |
| Pre-Launch/Pilot | Week 3 | Communications | Work with internal Communications to begin setting expectations by making specific email announcements to targeted staff to be migrated:* *“Process”* - Additional information email on the migration process
* *“Products”* – Additional information email on the products to be installed
* *Posters and flyers* – If desired, to ensure that Office 365 has a visual presence throughout your agency offices with site-specific documentation.
 |
| Pre-Launch/Pilot | Week 4-5 | Communications | Continue to work with internal Communications to make email announcements across your agency portal and other internal sites as needed:* *“Exchange Online*” – Additional information email
* *“Mobile Devices/Airwatch”* - Additional information email
* *“Office Pro Plus/Office 2016”* - Additional information email
* *“Skype for Business”* - Additional information email
* *“One Drive for Business”* - Additional information email
* *“Multiple Device usage”* - Additional information email

Other emails can be included as needed, depending on the rollout plan for each agency. |
| **Launch**: announce the availability of Office 365 and help employees get started. |
| Launch | Week 6  | Communications | A day or two prior to deployment send out an email to each recipient: * *“Reminder”* email – Reiterate the key message

Send out an email on the morning of deployment to let users know what’s available, how to get started, and where to go to find help and resources.* *“Day-1 Announcement”* – Share one final informational message
 |
| Launch | Week 6 | Training | Conduct *end-user training* if provided. |
| **Post-Launch**: encourage employees to explore new features and capabilities they may have not tried yet.  |
| Post-Launch | Week 8Week 10Week 12  | Communications | Periodically share tips with end users to sustain momentum and broaden the use of Office 365.* *“Tips” emails* – A variety of tips and techniques emails from Microsoft which can be used.
 |
| Post-Launch | Ongoing | Training | Continue ongoing *end-user training* series as applicable  |

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# Document Change Log

|  |  |  |  |
| --- | --- | --- | --- |
| Revision | Date | Author | Description of Change |
| 0.1 | 7/27/2016 | S. Borth | Original document development |
| 0.2 | 8/10/2016 | S. Borth | Additions to draft document prior to final review |
|  |  |  |  |