Communication Plan Template

The purpose of the Communication Plan is to identify and authentically engage with an organization's diverse stakeholders. A carefully crafted plan allows for sharing of information with staff, families, students, and relevant community entities. It seeks to celebrate successes, inform, prevent misunderstandings to reduce barriers, and build the collective commitment of the organization's diverse stakeholders. It facilitates gathering of valuable input and expertise for continuous quality improvement. A carefully designed and used Communication Plan validates how stakeholders are included in the development of the organizations implementation capacity for systemic change "so everyone can see they have a role to play."

Mission and Purpose of Communication Plan What is the clear purpose and mission of the communication plan?
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Practice-Policy Communication Cycles Who is responsible for ensuring feedback and information gathered through communications are used to inform, reduce barriers, and celebrate successes?
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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?*
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